



The Giants Digital Marketing Masterclass

Overview

The digital revolution is reshaping our lives, breaking down borders, and disrupting industries. This offers vast opportunities to redefine consumer engagement in the digital age. However, capitalising on digital potential is challenging. Digital marketing demands a shift in how we perceive consumers and build lasting relationships, empowering us to gain real-time insights.

The digital arena is crowded, competing globally for consumer attention and wallets. To succeed, mastering ever-evolving digital tools and techniques is crucial. The Giants Digital Marketing program provides a comprehensive toolkit, covering the entire customer journey from strategy to execution.

Upon completion, you'll have the skills, knowledge, and tools to advance your marketing career and thrive in the digital age.

4 Unique Modules

Strategic Knowledge

Digital Marketing and Planning

In this module, we dive into the fast-changing world of digital marketing, grasp its fundamentals, and compare it with traditional marketing.

Understand the role of big data in customer insights and learn effective data utilisation. Discover how brands evolve digitally, physical availability in a digital world, and brand distinctiveness.

Explore digital communications, broad reach, and brand associations.

Master a comms planning framework, emotional triggers, and targeted activations for success in digital marketing.

Digital Channels

Learn SEO/SEM, Paid Search and Social, the role of earned media, and digital communities.

Elevate the customer experience through Email and CRM, while gaining insights into crafting and optimising digital marketing content.

Discover effective ways to generate, stand out, and repurpose content, ensuring it captures attention and recall.

4 Unique Modules

Practical Tool Kit & Execution

Digital Service and Campaign Design

This module covers campaign development, brand activation, channel effectiveness, media evaluation, and the importance of storytelling.

Participants will gain practical skills for crafting compelling briefs, collaborating with agencies, and excelling in digital customer service.

Real-world examples and strategies ensure proficiency in modern marketing, empowering individuals to build brands, create engaging campaigns, and deliver exceptional digital customer experiences.

Data, Analytics and AI

Discover the dynamic landscape of 'Data, Analytics, and AI' in this module.

Explore the essentials, including performance reporting's role, language, digital dashboards, and data collection tools.

Dive into the world of AI and machine learning, focusing on strategy development, search integration, content creation, image generation, customer service, social media, and email marketing.

Master digital dashboard usage, measure key KPIs, and extract actionable insights, all while identifying competitors.

Qualification



On completion of the 4 modules and exam you get a Giants Digital Marketing certificate of completion.

Who is the programme for?

This program is perfect for marketing professionals already in the workforce who aim to enhance the customer and commercial performance of a business.



Our Contributors

A range of industry experts have contributed to the content and have provided expert opinion to this programme including:



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Learning Outcomes

1. Demonstrate a comprehensive understanding of digital marketing fundamentals and the ability to compare them with traditional marketing strategies.
2. Analyse the significance of big data in gaining customer insights and apply effective data utilization techniques in marketing decision-making.
3. Evaluate how brands evolve in the digital landscape, considering physical availability in a digital world and the development of brand distinctiveness.
4. Explore various aspects of digital communications, including broad reach and brand associations, and develop strategies for effective digital branding.
5. Master a communications planning framework, emotional triggers, and targeted activations to achieve success in digital marketing campaigns.
6. Acquire practical skills in SEO/SEM, Paid Search & Social, earned media, and digital community management to enhance online visibility and engagement.
7. Elevate the customer experience through Email and CRM, and gain expertise in crafting and optimizing digital marketing content for maximum impact.
8. Develop proficiency in campaign development, brand activation, channel effectiveness, media evaluation, and storytelling techniques to excel in modern marketing and digital customer service.

Module Breakdown

Digital Marketing and Planning [Strategic Knowledge]

Digital marketing in context

- What is Marketing and Digital Marketing?
- Key Trends related to Digital Marketing
- Customer Centricity

Developing a digital marketing plan

- What is a Digital Marketing Strategy and Why is it Needed?
- Constructing a Digital Marketing Strategy
- Digital Marketing Channels and Creating Content Plans for Specific Digital Channels
- Integration of Various Marketing Channels
- Holistic Measurement of the Overall Customer Journey and Experience

Disruptive brands in a digital world

- Role of a Brand
- Building your brand in a digital world
- Growing your Brand in a digital world
- Assessing your Brand

Customer understanding using digital tools

- Generating insights
- What Consumers Can't Tell You
- Qualitative Methods
- Co-creation
- Quantitative Research and Analytics

Module Breakdown

Digital Channels [Strategic Knowledge]

Creating digital marketing content

- Introduction to digital marketing content
- Ways to generate content
- Making content that stands out
- Repurposing content
- Attention and recall

Paid

- Developing a Search Engine Optimisation Campaign
- Developing a Paid Advertising and Paid Social Campaign
- Programmatic Advertising

Earned

- Developing an Influencer Marketing Strategy
- The art of digital and social selling

Owned

- Using data to improve customer experiences
- Developing a customer journey map
- Website optimisation

Module Breakdown

Digital Service and Campaign Design [Practical Toolkit & Execution]

Developing digital and marketing campaign

- What is a Marketing Communications Campaign?
- Types of Campaigns
- Campaign Process
- The Hows and Whys of Campaigning

Role of creativity storytelling in digital

- The Resurgence of Storytelling as a Powerful Marketing Tool
- The Ingredients of Storytelling
- The Process of Creating your Story
- Tips on Becoming a Better Storyteller

Developing a Marketing / Creative Brief

- What is a Marketing / Creative Brief?
- The Marketing Brief Process
- Evaluation Framework

Module Breakdown

Data, Analytics and AI [Practical Toolkit & Execution]

Introduction to data and analytics

- Introduction to Data
- Collecting and Visualising Data
- What Can You Do with Data?

AI in Digital Marketing

- What is AI in Digital Marketing?
- How AI can be used by channels

Evaluating past performance

- Introduction to Data Science and Data Scientists
- What do Data Scientists do
- Basic Principles of Data Science
- Common Application of Data Science
- Challenges with Data Science

Understanding Data Science

- Introduction to Marketing
- Different Techniques used within Marketing
- Evaluating your Marketing Efforts



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