

Course No. 1804

Digital Marketing Strategy & Planning Training Course

**DIGITAL & SOCIAL MEDIA MARKETING
SALES, MARKETING & CUSTOMER EXPERIENCE**

DURATION

5 Days

DELIVERY

Classroom



Course Overview

The Digital Marketing Strategy & Planning Training Course is a professional program designed to develop the strategic planning, analytical, and managerial capabilities required to build effective digital marketing strategies. The course provides a structured approach to understanding digital markets, defining target audiences, setting marketing objectives, selecting appropriate digital channels, planning campaigns, allocating resources, and measuring performance.

A successful digital marketing strategy requires more than maintaining an online presence. Organizations need to understand customer behavior, market trends, competitive positioning, digital touchpoints, and the relationship between marketing activities and business objectives. This course enables participants to connect digital marketing initiatives with measurable outcomes such as brand awareness, customer engagement, lead generation, conversion, retention, and revenue growth.

The program covers digital market analysis, audience segmentation, customer journey mapping, digital positioning, objective setting, channel strategy, content planning, social media, search marketing, digital advertising, email marketing, campaign planning, budgeting, performance measurement, and optimization. Participants will learn how to develop integrated digital marketing plans rather than managing individual channels in isolation.

The course is suitable for government entities, banks and financial institutions, oil and gas companies, industrial organizations, technology companies, professional services firms, and large corporations. It is particularly valuable for marketing managers, digital marketing specialists, communications professionals, brand managers, social media managers, business development professionals, and executives responsible for digital marketing performance.

Objectives

- By the end of the course, participants will be able to:
- Analyze digital markets, customer behavior, industry trends, and competitive positioning.
- Develop digital marketing strategies aligned with organizational and commercial objectives.
- Identify and segment target audiences according to customer needs, behavior, and value.
- Map digital customer journeys and identify key engagement and conversion opportunities.

- Establish measurable digital marketing objectives and appropriate performance indicators.
- Select digital channels based on audience characteristics, campaign objectives, and available resources.
- Design integrated digital marketing campaigns covering content, search, social media, advertising, and customer engagement.
- Develop structured digital marketing plans with activities, timelines, budgets, responsibilities, and expected results.
- Apply data and analytics to monitor marketing performance and support decision-making.
- Evaluate digital campaign effectiveness and identify opportunities for optimization.
- Optimize marketing resources and budgets according to channel performance and expected return.
- Prepare a comprehensive digital marketing strategy and implementation plan for practical workplace application.

Who Should Attend

This course is designed for professionals responsible for digital marketing strategy, planning, communications, customer engagement, and online brand development. It is particularly suitable for Marketing Managers, Digital Marketing Managers, Digital Marketing Specialists, Brand Managers, Communications Managers, Social Media Managers, Content Managers, Marketing Coordinators, Business Development Professionals, and Customer Experience Specialists.

The program is also relevant to marketing directors, executives, entrepreneurs, and decision makers who need to develop structured digital marketing strategies and evaluate their commercial impact. Professionals working in sales, public relations, business development, technology, and strategy can also benefit from the course.

Learning Outcomes

- Upon completion of the course, participants will be able to:
- Conduct a structured analysis of digital markets and competitive environments.
- Define and segment digital target audiences.
- Develop customer personas based on relevant behavioral and demographic characteristics.
- Map digital customer journeys and identify critical engagement points.

- Establish clear and measurable digital marketing objectives.
- Select appropriate digital channels according to strategic priorities.
- Develop integrated digital marketing campaigns.
- Prepare content strategies and structured publishing plans.
- Develop search marketing, social media, digital advertising, and email marketing initiatives.
- Build practical digital marketing budgets and resource plans.
- Establish meaningful digital marketing performance indicators.
- Analyze campaign results and identify performance gaps.
- Optimize digital marketing activities based on data and customer insights.
- Develop a complete digital marketing strategy and implementation roadmap.

Course Outline

DAY 01

Digital Marketing Strategy & Market Analysis

- Understanding the strategic role of digital marketing.
- Evolution of digital marketing and changing customer expectations.
- Connecting digital marketing with organizational strategy.
- Analyzing digital market trends and industry dynamics.
- Understanding digital customer behavior.
- Conducting competitor and digital positioning analysis.
- Identifying market opportunities and digital growth gaps.
- Understanding digital customer touchpoints.
- Defining digital marketing strategic priorities.
- Establishing the foundations of an integrated digital marketing strategy.

PRACTICAL APPLICATION

Conduct a digital market and competitor analysis for a selected organization and identify strategic opportunities.

DAY 02

Target Audience, Customer Journey & Digital Positioning

- Principles of digital audience segmentation.
- Identifying target markets and priority customer groups.
- Developing customer personas.
- Understanding customer needs, motivations, and digital behaviors.
- Mapping the digital customer journey.
- Identifying awareness, engagement, consideration, conversion, and retention stages.
- Identifying customer pain points and digital experience gaps.
- Developing differentiated digital positioning.
- Creating customer-focused digital value propositions.
- Aligning messages with different audience segments.

PRACTICAL APPLICATION

Develop customer personas and map a complete digital customer journey for a selected target audience.

DAY 03

Digital Channel Strategy & Campaign Planning

- Understanding the digital marketing channel ecosystem.
- Selecting channels according to objectives and target audiences.
- Content marketing strategy and planning.
- Search marketing and digital visibility.
- Social media marketing strategy.
- Digital advertising and paid campaigns.
- Email marketing and customer engagement.
- Integrating organic and paid digital activities.
- Developing campaign themes and key messages.
- Creating digital marketing calendars.
- Coordinating activities across multiple channels.

DAY 03 — CONTINUED

PRACTICAL APPLICATION

Develop an integrated digital marketing campaign covering channels, target audiences, content, messages, activities, and campaign objectives.

DAY 04**Digital Marketing Budgeting, Measurement & Performance**

- Principles of digital marketing budgeting.
- Allocating resources across digital channels.
- Establishing campaign budgets and spending priorities.
- Developing digital marketing performance indicators.
- Measuring reach, engagement, traffic, leads, conversions, and revenue.
- Evaluating customer acquisition costs.
- Measuring return on marketing investment.
- Developing digital marketing dashboards.
- Analyzing campaign and channel performance.
- Identifying underperforming activities and optimization opportunities.
- Using data to improve marketing decisions.

PRACTICAL APPLICATION

Develop a digital marketing budget and performance dashboard for a selected campaign.

DAY 05**Strategy Execution, Optimization & Digital Marketing Planning**

- Translating digital marketing strategy into an implementation plan.
- Defining activities, responsibilities, timelines, and required resources.
- Prioritizing initiatives according to impact and feasibility.
- Integrating digital marketing with sales and business development.
- Customer acquisition and retention strategies.

DAY 05 — CONTINUED

- Conversion optimization and digital customer experience.
- Continuous campaign testing and improvement.
- Managing digital marketing risks and reputation considerations.
- Establishing governance and approval processes.
- Developing regular performance review mechanisms.
- Building a culture of data-driven digital marketing.
- Final practical workshop: Develop a comprehensive Digital Marketing Strategy & Implementation Plan covering market analysis, target audiences, customer journey, digital positioning, channel strategy, content planning, campaigns, budget, performance indicators, implementation responsibilities, measurement, optimization, and continuous improvement.

Register or Request More Information

Course page: <https://quest-training.com/courses/digital-marketing-strategy-planning-training-course>

Website: <https://quest-training.com>

Email: info@quest-training.com

Phone: +905016771440