

DIGITAL MARKETING CAMPAIGN PLANNING & MANAGEMENT

Broaden your skills base by discovering how digital can make your campaigns thrive.

During this course, you'll explore the practical elements of digital marketing and how you can integrate them within your brand's activity. You'll learn to determine the right resources, budget plan and identify opportunities for optimisation.

LEARN TO:

- Identify digital partners
- Successfully use digital channels
- Understand differences between consumer awareness, acquisition and retention when using digital channels
- Budget digital activity
- Optimise your digital channels through testing and measurement

COURSE COVERS:

Through an online interactive approach, you'll discover how to manage, plan, budget and optimise digital channels within your campaign for better customer engagement, acquisition and retention. You'll learn this through the following modules:

[Module 1: Finding the Right Digital Partners](#)

[Module 2: Budgeting](#)

[Module 3: Campaign Planning](#)

[Module 4: Optimisation](#)

ONLINE PRICE

Members: \$450

Non Members: \$595



Online course available anytime.