

MARKETING & COMMUNICATION | COURSE BROCHURE

Digital Marketing Techniques

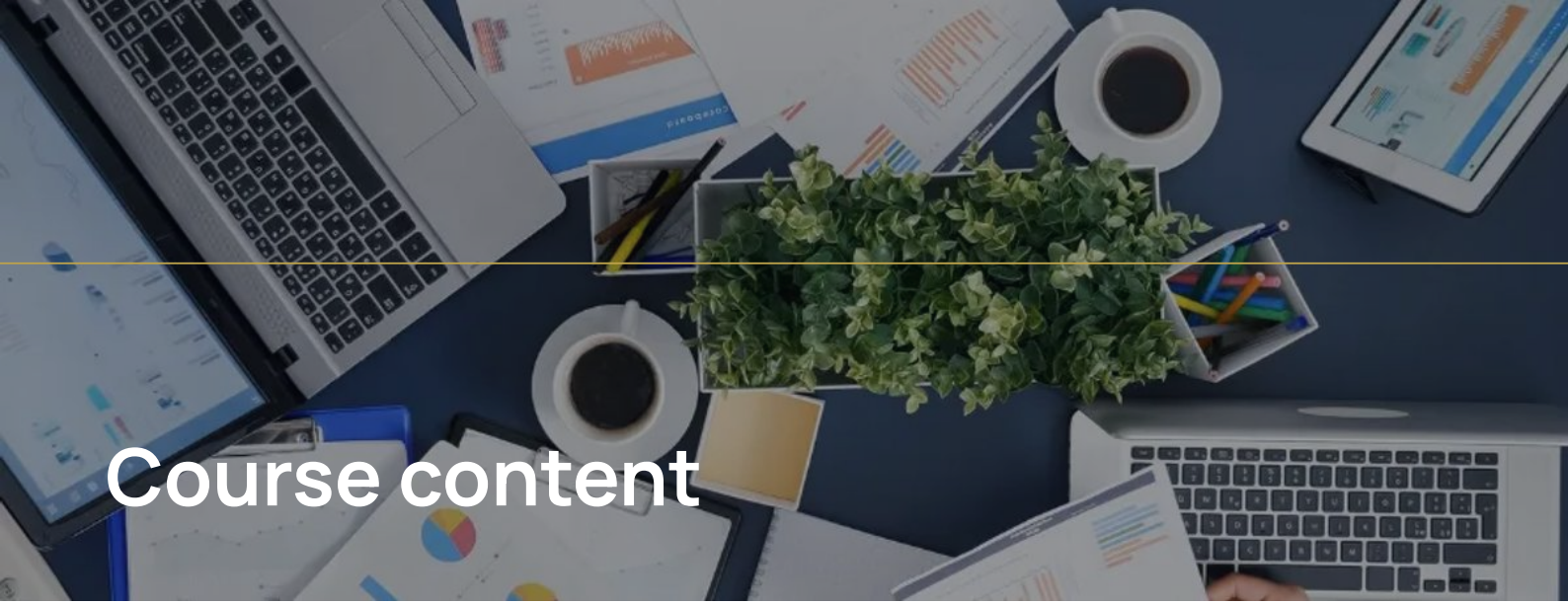
5 days | Classroom training | English

SMART HORIZON

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Amsterdam
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Course content

Why attend

This course provides practical insights into digital marketing techniques, focusing on SEO, content marketing, social media strategies, email marketing, and analytics. Participants will develop actionable skills to enhance their marketing efforts and drive measurable results in their organisations.

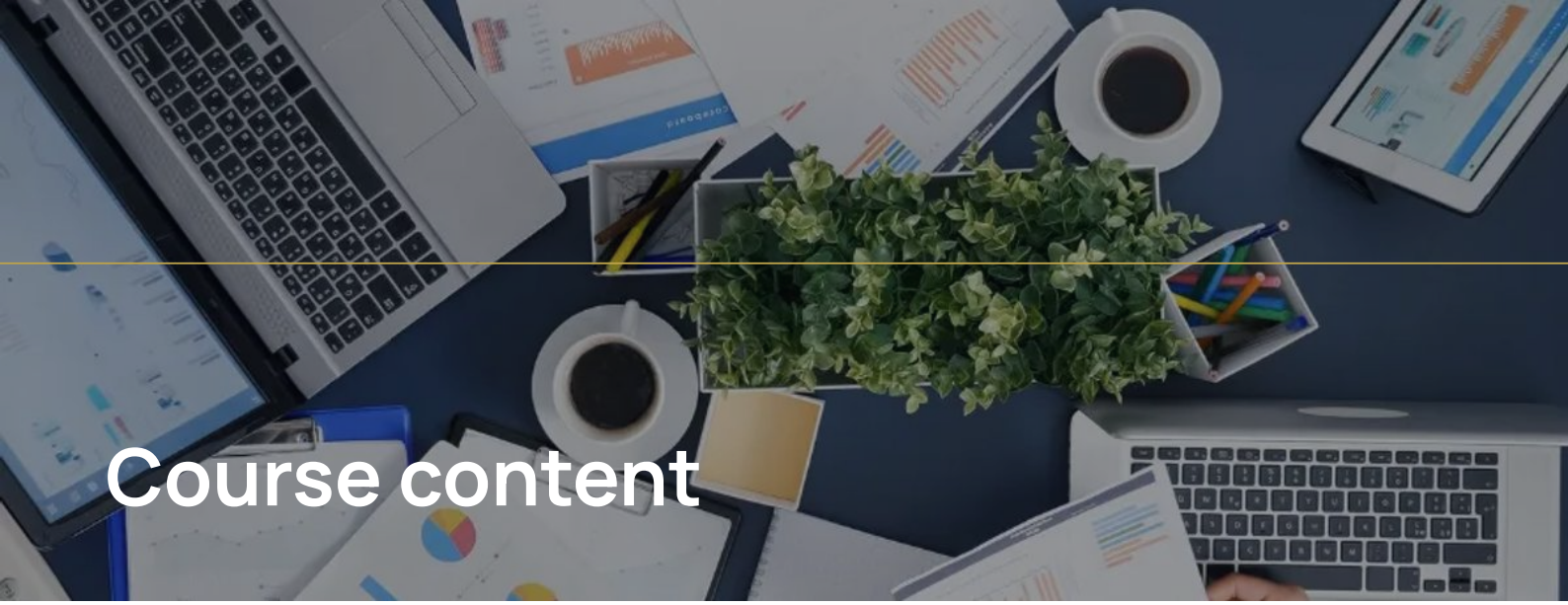
Digital marketing is crucial for businesses aiming to thrive in a competitive landscape. Professionals often struggle with effectively utilising digital channels to reach their target audiences, leading to missed opportunities and suboptimal marketing performance. This course addresses these challenges by equipping participants with essential techniques to enhance their digital presence, including SEO optimisation, content creation, and social media engagement strategies. By mastering these skills, participants will be able to make informed decisions that directly impact their marketing outcomes, ensuring that their organisations remain relevant and competitive in the digital age. Furthermore, the course will empower them to leverage data analytics to refine their strategies based on real-time feedback and performance metrics. Participants will engage in practical exercises that mirror real-world scenarios, enabling them to apply digital marketing techniques effectively. They will learn to analyse data from various digital platforms, create compelling content, and develop targeted campaigns that resonate with their audiences. By practising these skills, participants will gain the confidence to implement strategies that drive engagement and conversions. The course culminates in a comprehensive project where they will integrate all learned techniques, allowing them to leave with a robust digital marketing plan tailored to their organisation's needs. This hands-on approach ensures that participants can immediately apply their new skills to enhance their marketing initiatives.

Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course employs a blend of interactive workshops, case studies, and hands-on exercises to build practical capabilities in digital marketing. Participants will work on real-life scenarios, utilising tools such as Google Analytics and social media platforms to develop campaigns. Each day includes collaborative group activities where participants will create marketing materials, analyse performance data, and present their findings. Outputs will include a comprehensive digital marketing plan, performance analysis reports, and campaign proposals, demonstrating their understanding and application of the techniques learned throughout the course. This approach ensures that participants not only learn theoretical concepts but also gain essential practical experience.



Course content

Course objectives

By the end of this course, participants will be able to:
• Analyse the components of an effective digital marketing strategy and identify key performance indicators (KPIs).
• Design a content marketing plan that aligns with target audience needs and business objectives.
• Implement SEO techniques to improve website visibility and organic search rankings.
• Evaluate social media platforms for their suitability in reaching specific target audiences.
• Construct an email marketing campaign that adheres to best practices and legal requirements.
• Assess digital marketing analytics to measure campaign performance and inform future strategies.

Target audience

This course is suitable for:
• Marketing professionals seeking to enhance their digital skills.
• Business owners aiming to improve their online presence and customer engagement.
• Sales teams looking to leverage digital channels for lead generation.
• Communications specialists tasked with managing digital content and outreach.

Target competencies

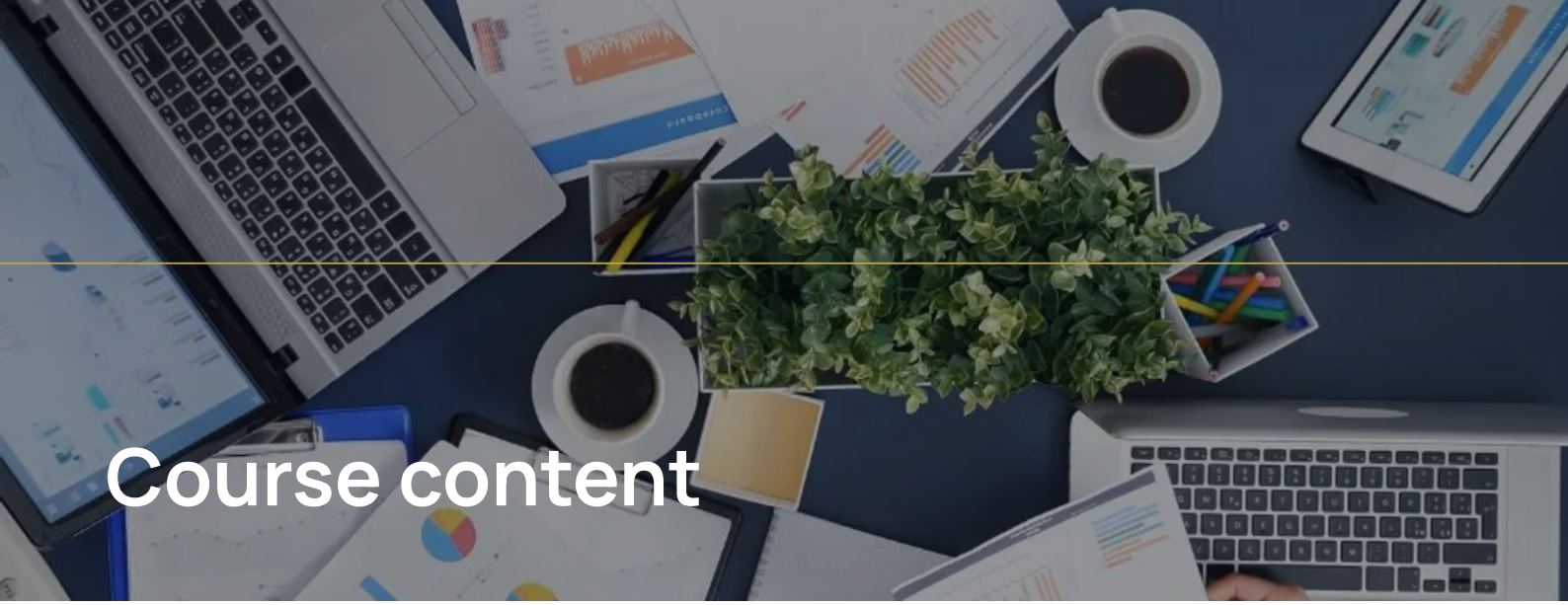
Participants will develop competencies in:
• Developing comprehensive digital marketing strategies.
• Utilising SEO tools and techniques effectively.
• Creating engaging content tailored to target audiences.
• Implementing and managing social media campaigns.
• Analysing digital marketing performance metrics.
• Executing email marketing campaigns with compliance.

Course outline

Day 1: Foundations of Digital Marketing

Applied activity: Participants will create a digital marketing strategy outline for a fictional product, identifying key channels and target audiences while justifying their choices based on market research and customer insights. They will also consider potential challenges and opportunities in the digital landscape.
Output: A digital marketing strategy outline with justifications and a SWOT analysis.

09:00–09:54	Understanding digital marketing concepts and terminology in context.
09:54–10:48	Identifying key digital marketing channels and their roles in strategy.



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10:48–11:00	Exploring the customer journey in a digital context to enhance targeting.
11:00–11:30	**Coffee break**
11:30–12:12	Exploring the customer journey in a digital context to enhance targeting. (continued)
12:12–13:06	Setting measurable objectives for digital marketing efforts and campaigns.
13:06–14:00	Defining target audiences using segmentation techniques and tools.

Day 2: Content Marketing Essentials

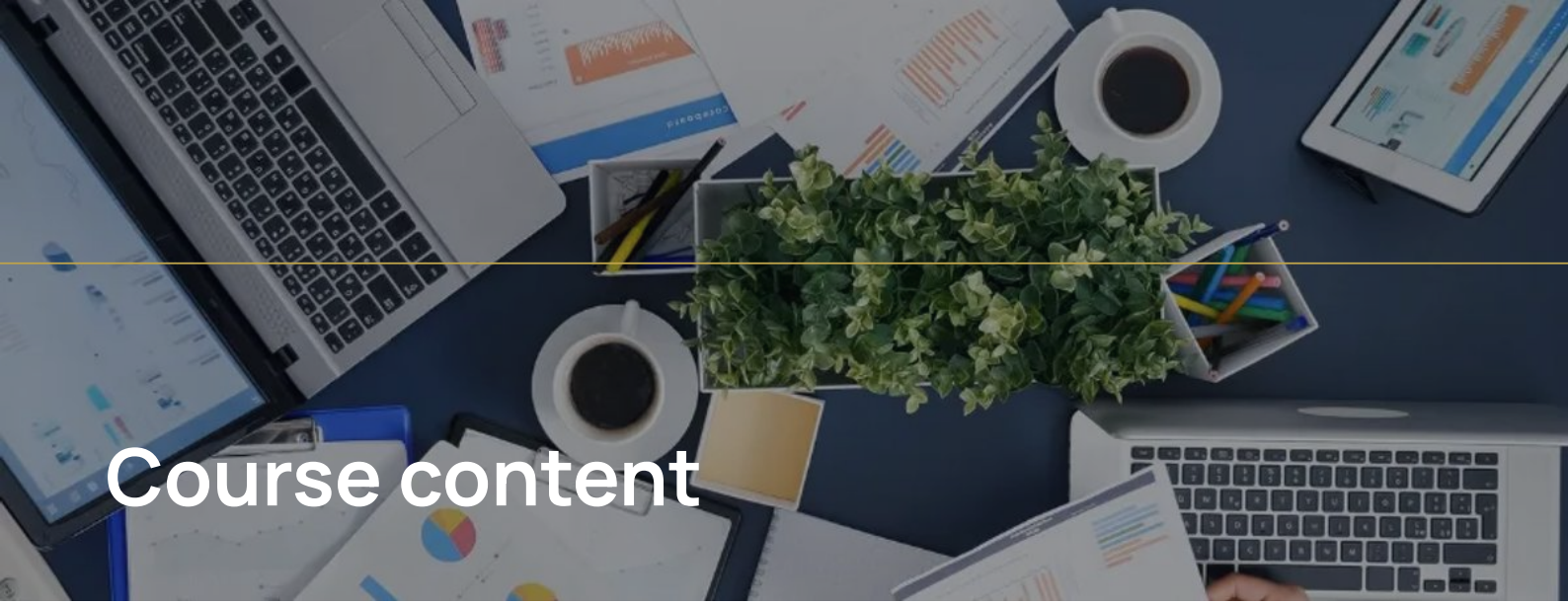
Applied activity: Participants will develop a content marketing plan for their fictional product, including types of content, distribution channels, and a content calendar. They will also outline how to measure the success of each content piece and adjust strategies accordingly based on audience feedback.
Output: A comprehensive content marketing plan with a content calendar and measurement metrics.

09:00–09:54	Defining content marketing and its importance in digital strategy and engagement.
09:54–10:48	Identifying types of content and their purposes in various marketing contexts.
10:48–11:00	Developing a content calendar to ensure consistent messaging and audience engagement.
11:00–11:30	**Coffee break**
11:30–12:12	Developing a content calendar to ensure consistent messaging and audience engagement. (continued)
12:12–13:06	Creating engaging content that resonates with target audiences and drives action.
13:06–14:00	Measuring content effectiveness through analytics and feedback mechanisms.

Day 3: Search Engine Optimisation Techniques

Applied activity: Participants will perform keyword research and optimise a webpage for SEO, applying best practices learned during the session. They will also create a report detailing their optimisation strategy and expected outcomes, considering competition and search intent.
Output: An optimised webpage draft with a keyword strategy and a competitive analysis report.

09:00–09:54	Understanding SEO fundamentals and its impact on visibility and traffic generation.
09:54–10:48	Conducting keyword research to inform content creation and optimisation strategies.
10:48–11:00	Optimising on-page elements, including meta tags and content structure, for better search rankings.



Course content

11:00–11:30	**Coffee break**
11:30–12:12	Optimising on-page elements, including meta tags and content structure, for better search rankings. (continued)
12:12–13:06	Building backlinks and understanding off-page SEO strategies for authority.
13:06–14:00	Utilising tools for SEO analysis and performance tracking to inform decisions.

Day 4: Leveraging Social Media for Engagement

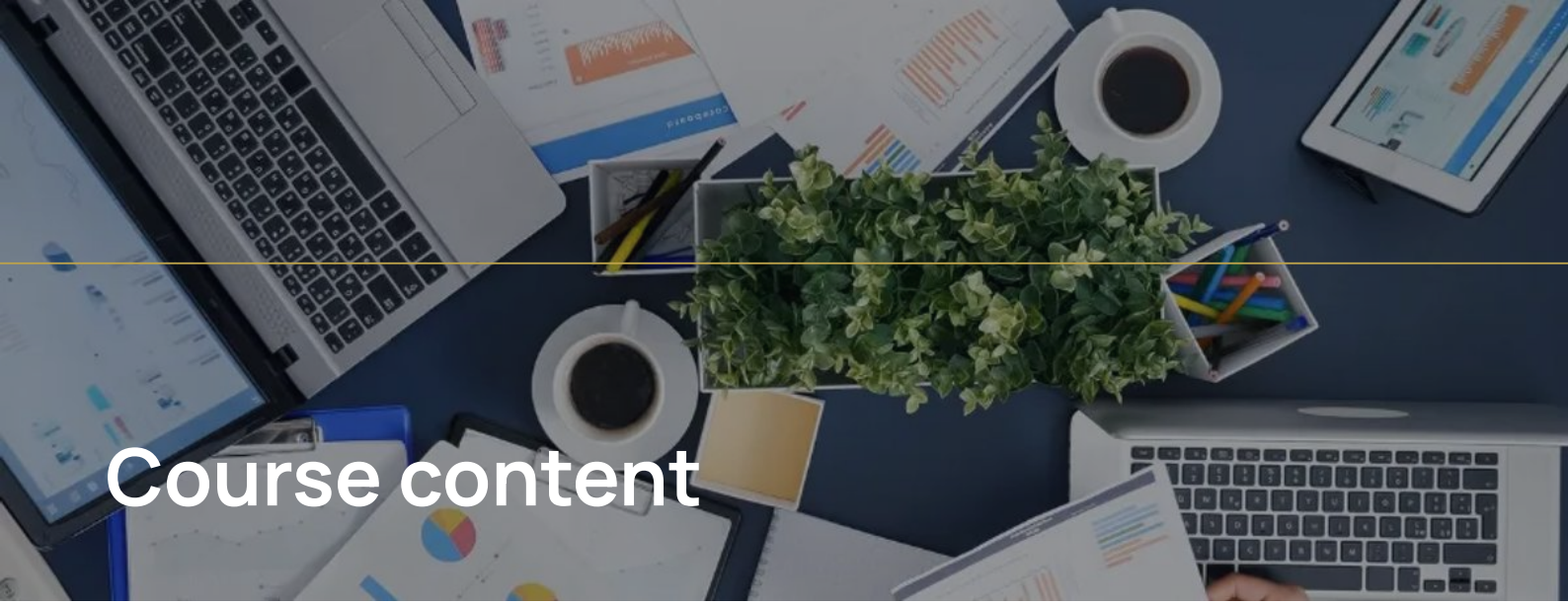
Applied activity: Participants will create a social media campaign for their fictional product, including post ideas, visuals, and a measurement plan. They will also decide on the best times and formats for posting to maximise engagement and reach.
Output: A detailed social media campaign proposal with content examples and a performance measurement plan.

09:00–09:54	Identifying the right social media platforms for target audiences and business objectives.
09:54–10:48	Creating a social media strategy that aligns with marketing goals and brand voice.
10:48–11:00	Developing engaging posts and visuals for social media that encourage interaction.
11:00–11:30	**Coffee break**
11:30–12:12	Developing engaging posts and visuals for social media that encourage interaction. (continued)
12:12–13:06	Measuring social media performance and engagement metrics to inform strategy.
13:06–14:00	Understanding advertising options on social media platforms to enhance reach.

Day 5: Analytics and Performance Measurement

Applied activity: Participants will analyse a set of fictional campaign data using Google Analytics, drawing insights and recommendations for future campaigns based on their analysis. They will present their findings to the group, focusing on actionable strategies for improvement.
Output: A performance analysis report with actionable insights and recommendations for future campaigns.

09:00–09:54	Understanding the importance of analytics in digital marketing for decision-making.
09:54–10:48	Setting up Google Analytics for tracking website performance and user behaviour.
10:48–11:00	Interpreting data to inform marketing decisions and optimise campaigns effectively.
11:00–11:30	**Coffee break**
11:30–12:12	Interpreting data to inform marketing decisions and optimise campaigns effectively. (continued)



Course content

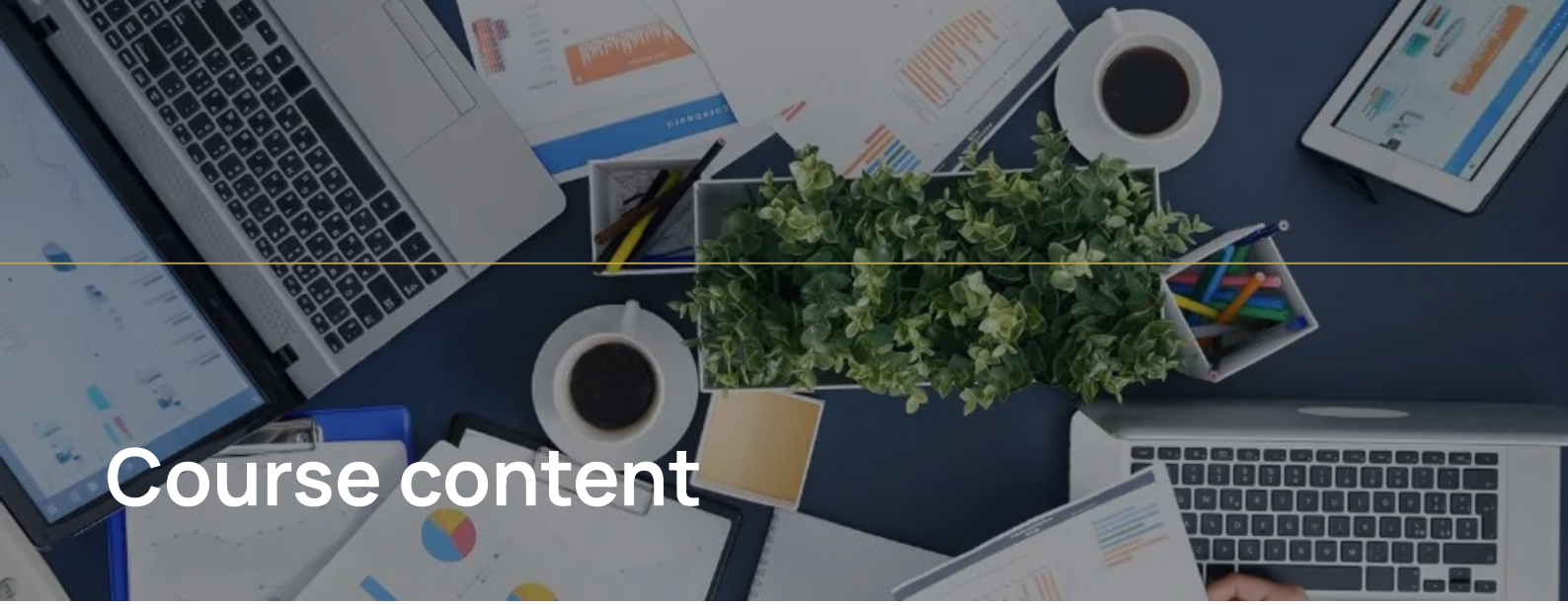
12:12–13:06	Using analytics to optimise campaigns and improve ROI through data-driven insights.
13:06–14:00	Creating reports to communicate findings and recommendations to stakeholders.

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

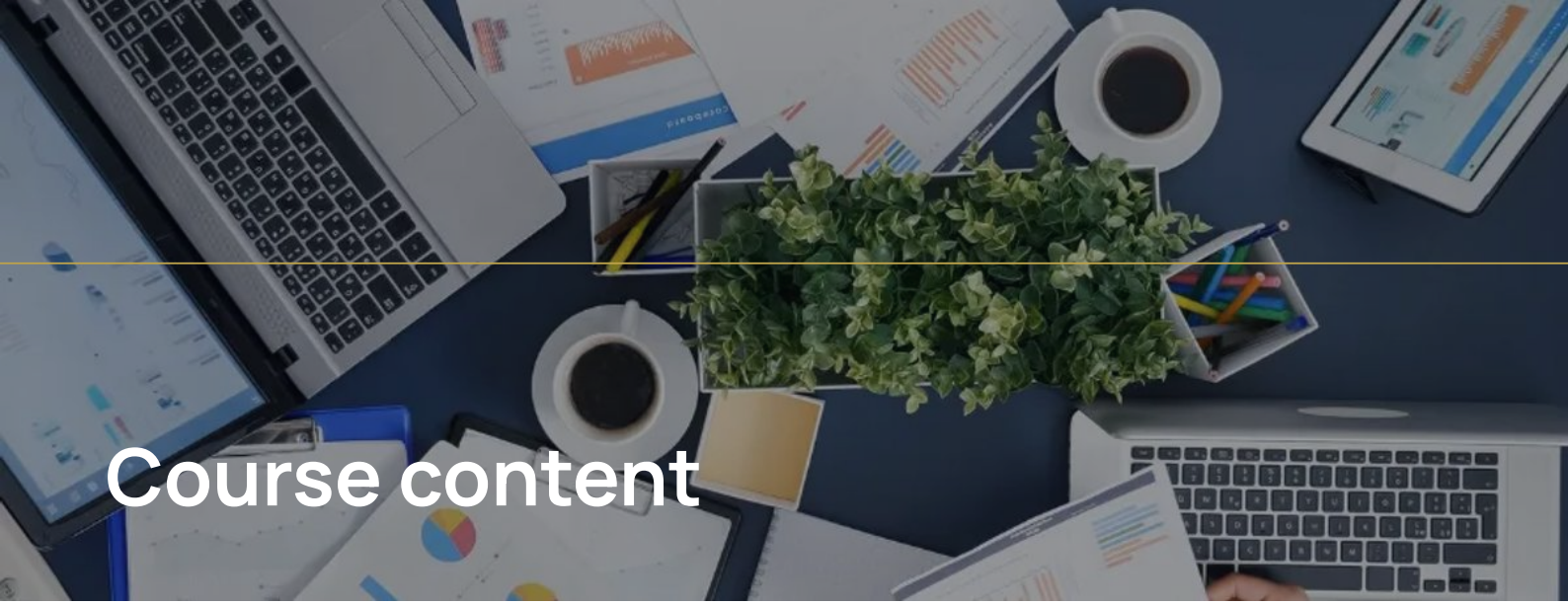
Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	16 Nov 2026	20 Nov 2026	**€3,150.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
Rome Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,450.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Frankfurt Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,650.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Kuala Lumpur Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,450.-**



Course content

Dates, venues and fees (continued)

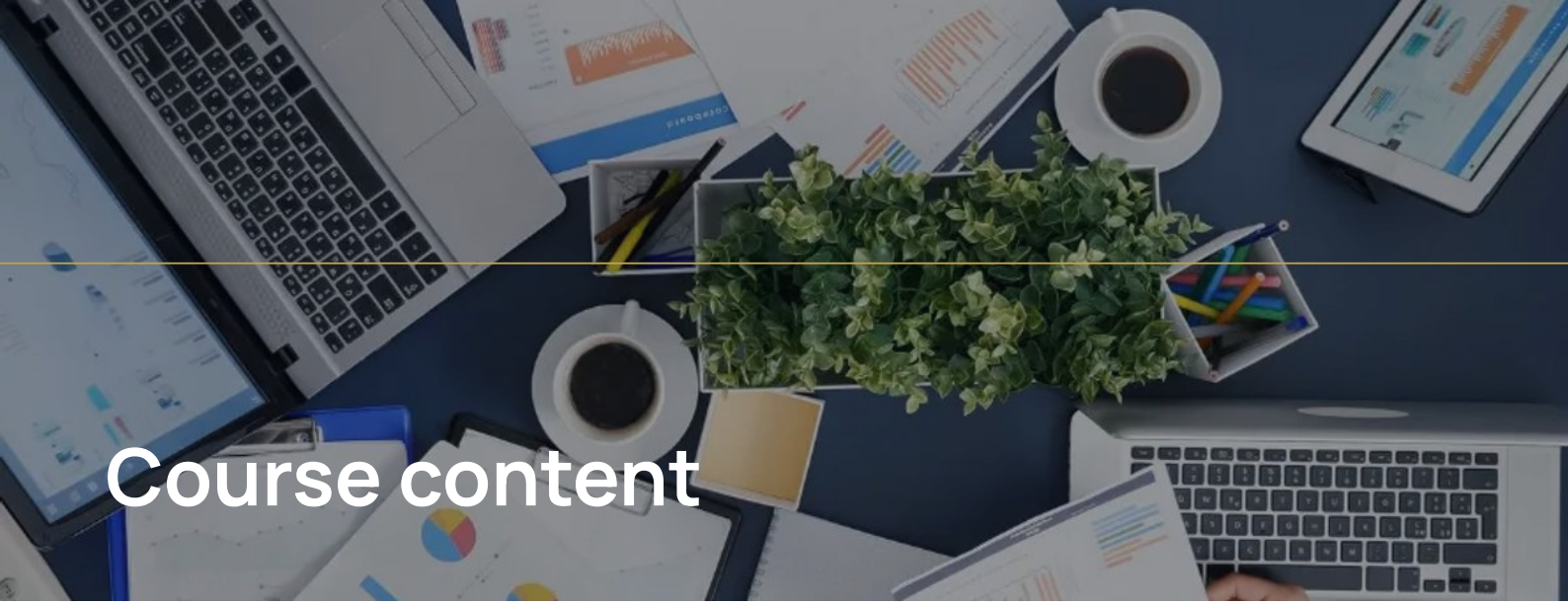
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Paris Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,860.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Istanbul Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,650.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
Amsterdam Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,540.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Singapore Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,820.-**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

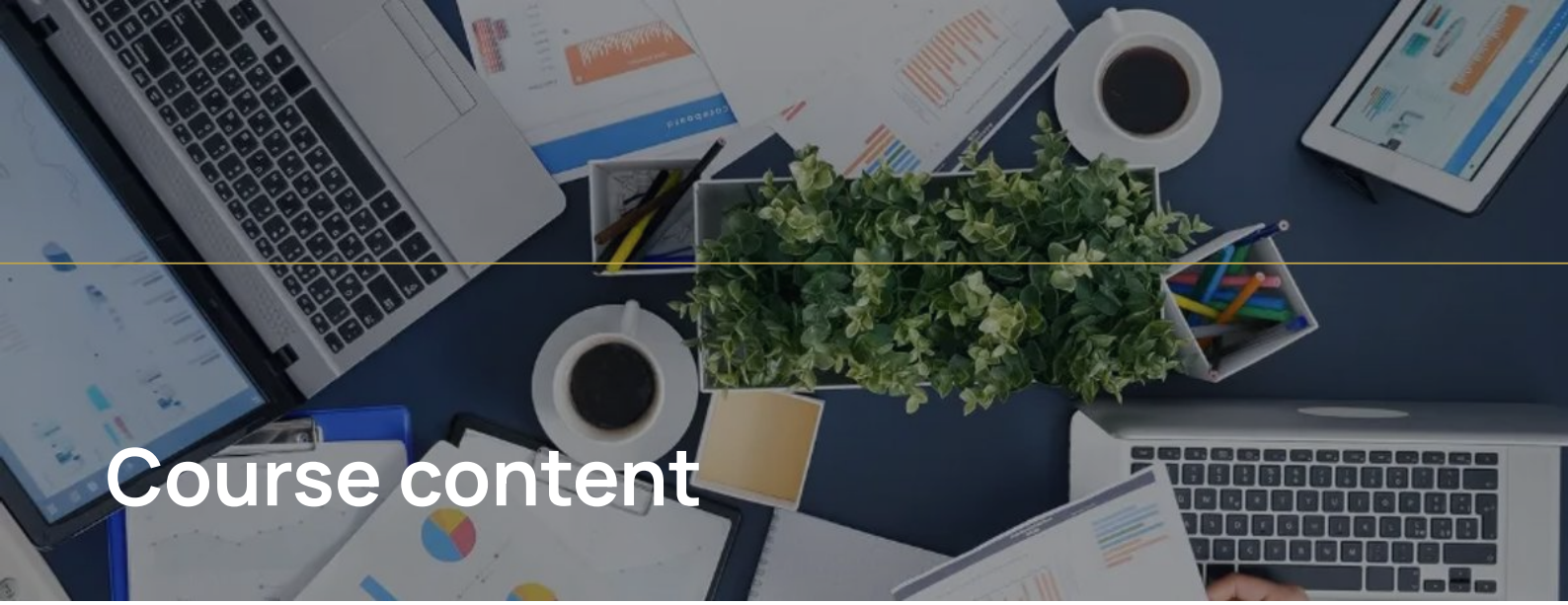
Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,840.-**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.-**
London Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,450.-**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.-**
Dubai Confirmed dates	15 Mar 2027	19 Mar 2027	**€3,150.-**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.-**
Frankfurt Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,650.-**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,450.-**



Course content

Dates, venues and fees (continued)

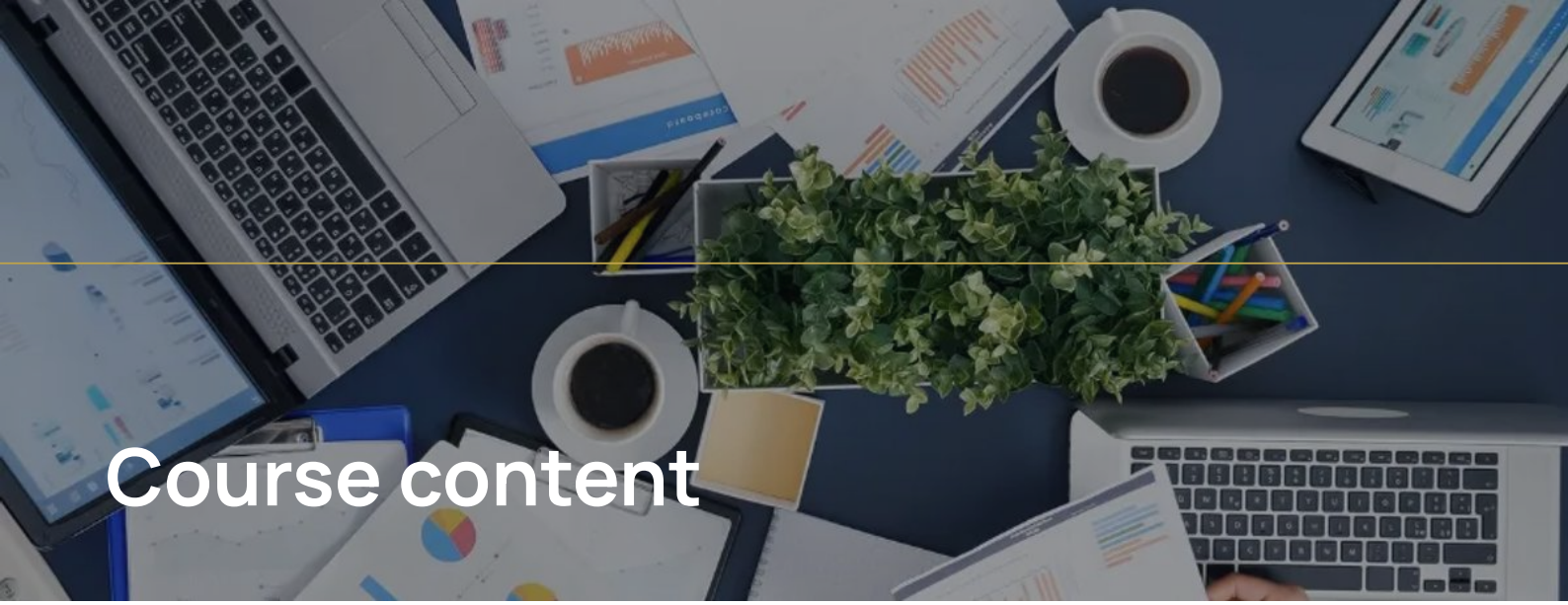
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.-**
Cape Town Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,890.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Paris Confirmed dates	3 May 2027	7 May 2027	**€2,860.-**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.-**
Istanbul Confirmed dates	17 May 2027	21 May 2027	**€2,650.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
Amsterdam Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,540.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

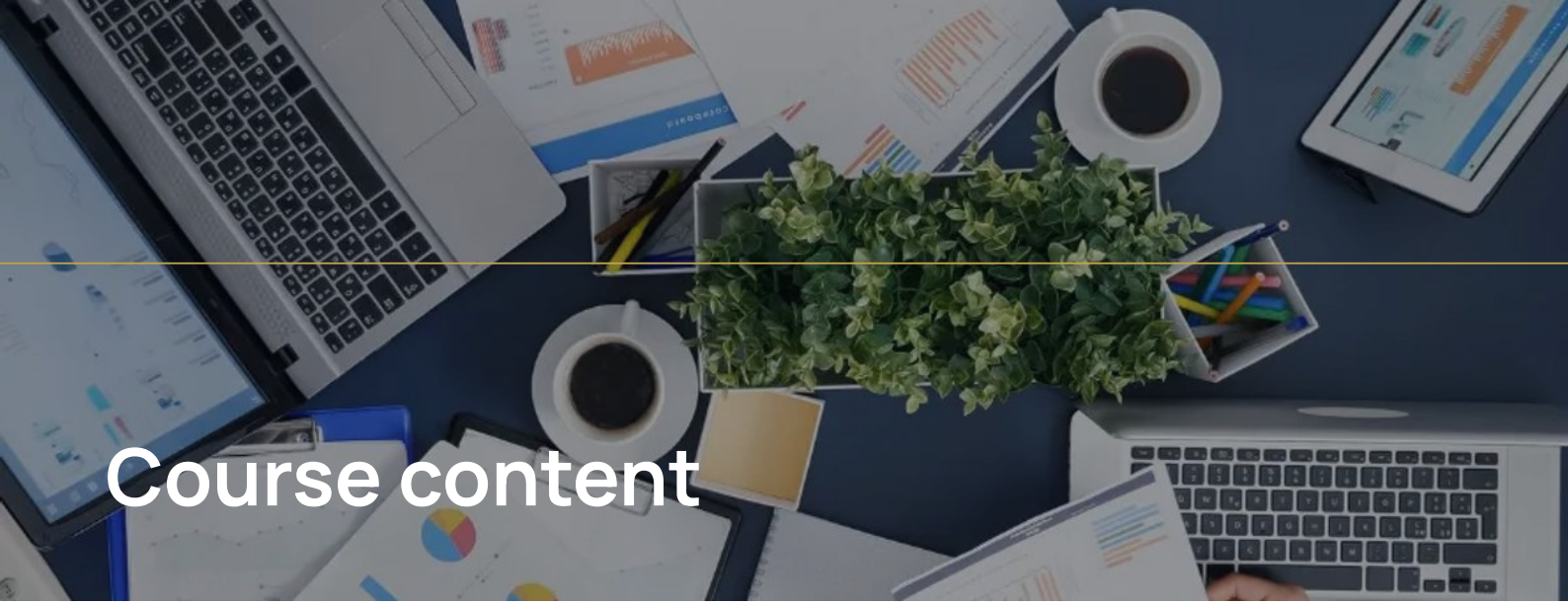
Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,890.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Singapore Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,820.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
London Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,450.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Dubai Confirmed dates	19 Jul 2027	23 Jul 2027	**€3,150.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Frankfurt Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,650.-**



Course content

Dates, venues and fees (continued)

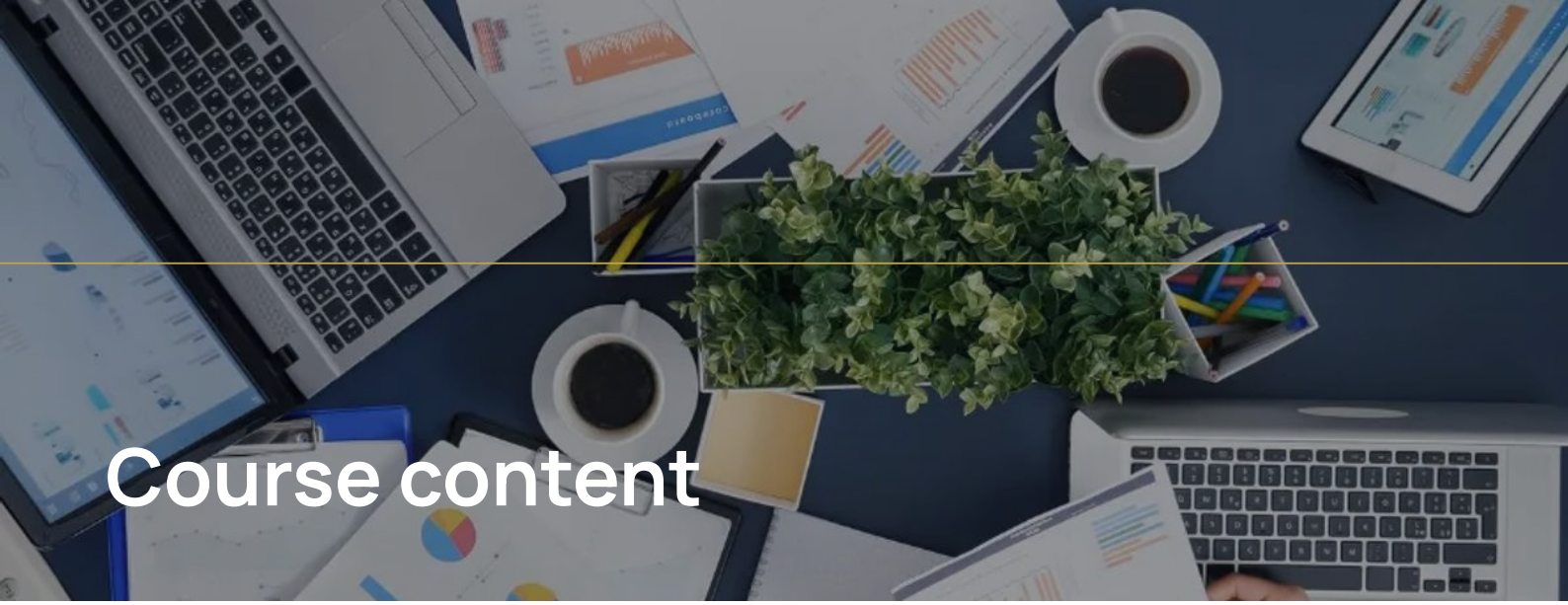
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,450.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Vienna Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,940.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Paris Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,860.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Istanbul Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,650.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,540.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Singapore Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,820.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Rome Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,450.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**
London Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,450.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**
Dubai Confirmed dates	15 Nov 2027	19 Nov 2027	**€3,150.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Frankfurt Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,650.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,450.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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