



Marketing and Media

# Foundations of Digital Marketing Strategy

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- Location: London
  - Date: From 6/1/2025 To 10/1/2025
  - Investment: \$5950 (Excluding VAT)



**LONDON ROYAL**  
ACADEMY

[WWW.LONDONRA.COM](http://WWW.LONDONRA.COM)




## Course Introduction

Foundations of Digital Marketing Strategy is a 5-day intensive course designed to equip participants with the essential knowledge and skills to develop and execute effective digital marketing strategies. This course will cover the fundamentals of digital marketing, including search engine optimization (SEO), social media marketing, content marketing, email marketing, and pay-per-click (PPC) advertising.

[www.kryptonite.agency](http://www.kryptonite.agency)

## Training Method

- Pre-assessment
  - Live group instruction
  - Use of real-world examples, case studies and exercises
  - Interactive participation and discussion
  - Power point presentation, LCD and flip chart
  - Group activities and tests
  - slides and handouts
  - Post-assessment
  - Each participant receives a binder containing a copy of the presentation
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## Course Objectives

Upon completion of this course, participants will be able to:

- Understand the digital marketing landscape: including key trends, challenges, and opportunities.
- Develop a comprehensive digital marketing strategy: aligned with business objectives.
- Implement effective SEO strategies: to improve website visibility and organic traffic.
- Create engaging social media content: to build a strong brand presence and drive engagement.
- Utilize email marketing to nurture leads and drive conversions.
- Manage pay-per-click advertising campaigns: to maximize ROI.
- Measure and analyze digital marketing performance: to optimize campaigns and make data-driven decisions.

## Who Should Attend?

This course is suitable for:

- Marketing professionals
  - Digital marketers
  - Business owners
  - Entrepreneurs
  - Anyone interested in learning the basics of digital marketing
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# Course Outline

## Day 1: Introduction to Digital Marketing

- Understanding the Digital Landscape:
  - o The digital marketing ecosystem
  - o Key digital marketing channels
- Setting Digital Marketing Goals:
  - o Defining SMART goals
  - o Aligning digital marketing goals with business objectives
- Developing a Digital Marketing Strategy:
  - o Creating a comprehensive digital marketing plan
  - o Identifying target audiences and buyer personas

## Day 2: Search Engine Optimization (SEO)

- On-Page SEO:
  - o Keyword research and optimization
  - o Meta tags and title tags
  - o Content optimization and SEO best practices
- Off-Page SEO:
  - o Link building strategies
  - o Social media and SEO
  - o Local SEO

## Day 3: Social Media Marketing

- Social Media Platforms:
  - o Choosing the right platforms for your brand
  - o Creating a social media content calendar
- Social Media Content Creation:
  - o Developing engaging content
  - o Using visuals and storytelling
- Social Media Analytics:
  - o Measuring social media performance
  - o Identifying key metrics and insights

# Course Outline

## Day 4: Email Marketing and Content Marketing

- Email Marketing Fundamentals:
  - o Building email lists and segmentation
  - o Creating effective email campaigns
  - o Email marketing automation
- Content Marketing:
  - o Content creation and curation
  - o Content distribution and promotion
  - o Content marketing strategy

## Day 5: Pay-Per-Click (PPC) Advertising and Digital Analytics

- PPC Advertising:
  - o Google Ads and other PPC platforms
  - o Keyword research and bidding strategies
  - o Ad copy and landing page optimization
- Digital Analytics:
  - o Google Analytics
  - o Tracking website traffic and user behavior
  - o Measuring campaign performance

# Registration & Payment

Complete & Mail to London Royal Academy or email  
registration@londonra.com



## Registration Form

- Full Name (Mr / Ms / Dr / Eng) .....
- Position .....
- Telephone / Mobile .....
- Personal E-Mail .....
- Official E-Mail .....
- Company Name .....
- Address .....
- City / Country .....

## Payment Options

- ☐ Please invoice me
- ☐ Please invoice my company





# Terms & Conditions

Complete & Mail to London Royal Academy or email

[registration@londonra.com](mailto:registration@londonra.com)



## Cancellation and Refund Policy

Delegates have 14 days from the date of booking to cancel and receive a full refund or transfer to another date free of charge. If less than 14 days' notice is given, then we will be unable to refund or cancel the booking unless on medical grounds. For more details about the Cancellation and Refund policy, please visit

[www.londonra.com/terms-and-conditions/](http://www.londonra.com/terms-and-conditions/)

## Registration & Payment

Please complete the registration form on the course page & return it to us indicating your preferred mode of payment. For further information, please get in touch with us

## Course Materials


The course material, prepared by the LRA, will be digital and delivered to candidates by email

## Certificates

Accredited Certificate of Completion will be issued to those who attend & successfully complete the programme.

## Travel and Transport

We are committed to picking up and dropping off the participants from the airport to the hotel and back.





# VENUES

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# THANK YOU

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