

ONLINE | VIRTUAL

DIGITAL PRINCIPLES VIRTUAL MASTERCLASS

THE DIGITAL MARKETING STRATEGY MASTERCLASS WILL HELP THOSE WITH GOOD KNOWLEDGE OF DIGITAL MARKETING, TAKE THEIR SKILLS AND KNOWLEDGE TO THE NEXT LEVEL AND BUILD A COMPREHENSIVE DIGITAL STRATEGY.

2 Half-Days Live Online Facilitated
02nd - 03rd June 2020 | 9:00am, London Time (UTC+1)

Course fee: USD 300 per delegate

Delivery Type: Live Online Format | Duration: 2 Half-Days
Course Language & Materials - English

TO LEARN MORE OR CONFIRM YOUR PARTICIPATION, PLEASE CONTACT US

tel +91 8433921011 or email to marketing@bricsaevents.in
or visit www.bricsaevents.com



- *Course is designed to be highly practical, using a relevant case study throughout the 2 half days*
- *Delivered virtually on the Zoom platform, so that you can learn from home*
- *World leading case examples will be shared throughout the 2 days to illustrate best practice*
- *Course Director is highly experienced in delivering virtual classes*
- *All classes will be broken down into 45 minute working sessions with 15 minute breaks between them, as this is proven to be the best format for virtual class training*

Day 1: 3 hours - Developing a Digital Marketing Strategy

- Module 1: 45 minutes:
 - o Introductions and scope of the session, key digital marketing trends, the 6 step content marketing planning process, setting objectives
- Break: 15 mins
- Module 2: 45 minutes:
 - o Setting up your case study (to be used throughout the course), digital research tools, turning information into insights
- Break: 15 mins
- Module 3: 60 minutes:
 - o Media planning in a digital context, building a web site, key acquisition channels that you will use to find new customers, online advertising (display and social media ad targeting)

Day 2: 3 hours - Implementing a Digital Marketing Plan

- Module 4: 45 minutes:
 - o Search engine marketing (selecting keywords, SEO principles, search engine advertising)
- Break: 15 mins
- Module 5: 45 minutes:
 - o Identifying and influencing influencers, global social media usage statistics, best practice use of Facebook and Instagram
- Break: 15 mins
- Module 6: 60 minutes:
 - o Tik Tok, WhatsApp, Linked In, Twitter. Measuring your digital marketing, next steps and conclusions.

FEEL FREE TO TALK TO US



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A step-by-step guide to help you develop an engaging digital marketing strategy and execution plan.

In today's world, digital marketing is crucial to a brand's success. Your customers are turning to digital channels to search for information and engage with their preferred brands. This course will enable you to learn about how customer behaviour is changing, how to be found online and once potential customers find you, how you can nurture and persuade them to buy from you.

This program will focus on how to develop a powerful digital marketing strategy and then how to execute those plans using a range of digital marketing channels.

With proven technique and approaches, this course will set you on the path to selling more and at higher prices, giving your customers precisely what they want and skyrocketing your profits.

In addition, you're going to discover how the world's best use digital marketing and how you will never look at media buying and marketing communications on the same way again.

Key benefits of attending this Masterclass

- **Capitalising** on insights gained from the world's top digital marketers
- **Driving** innovation to set your brand apart
- **Broadening** the appeal of your brand through created sharable content
- **Determining** the optimum channels to ensure your marketing message is not diluted in today's fragmented media landscape
- **Integrating** a robust digital strategy into your marketing campaigns to drive response and customer engagement
- **Maximising** on limited budgets to get the best ROI for your marketing spend
- **Catalysing** brand marketing transformation through distinctive content and innovation
- **Influencing** the key influencers to ensure that your content is shared to maximise reach and brand awareness

Who Should Attend!

Presidents, CMOs, SVPs, EVPs, VPs, MDs, Executive Directors, Directors, GMs, Heads and Senior Management of:

- Marketing / Marketing Services
- Trade Marketing/ Shopper Marketing
- Branding / Brand Management
- Interactive / Digital / Social Media
- Content Management
- Category Development/ Management
- Business Strategy/ Strategic Planning
- Online Marketing / E-Commerce
- Sales & Marketing
- Advertising / Media Management
- Business Development
- Customer Insights
- Market Intelligence
- PR / Corporate Communications / Corporate Affairs
- Customer Experience/ Customer Relationship Management

Program Delivery:

- This is a virtual class, taking place for 3 hours per day for 2 consecutive days
- Delegates will attend using Zoom, so can complete the class at home or their place of work, thus reducing travel time and cost
- All materials and instruction will be given in English.
- The high levels of participation and interactivity throughout the program.
- Course outline – Each session to last 45 minutes to comprise of theory, a case study and an exercise
- Regular interactions, polls, whiteboards, chats, videos and quizzes will maintain interactivity throughout the session

Teaching method

This training programme uses a combination of prepared tuition, practical exercises, and case studies. Most importantly it will offer participants opportunities to contribute individually, to practice the application of the techniques discussed.

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Nick Baggott

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Meet our world-class instructors

Learn directly from the world's leading experts on the topics they know best.

Our instructors are thought leaders, subject matter experts, bestselling authors, and award-winning industry professionals



Nick is a highly respected consultant and trainer specialising in digital marketing and CRM. He has developed his skills and experience over 13 years setting up and then becoming Group Client Service Director of one of the UK's largest independent agencies.

For the last 12 years, Nick has been advising a range of high profile global clients, like Google, Microsoft, HP, BP, Reuters, William Grant Distillers, American Idol, Vodafone, American Express and the like, on digital relationship marketing strategy.

Nick has worked in over 50 countries he also delivered training in 52 countries, including most of Europe (including Russia, Romania, Latvia, Estonia, Lithuania etc), USA, South Africa, Kenya, Argentina, Brazil, Colombia, Mexico, Jordan, Israel, Qatar, Egypt, Hong Kong, Singapore, India, Thailand, Nigeria, China among other

His area of Expertise

- Digital Marketing (including social media, search, online advertising, blogging etc).
- CRM and Relationship Marketing.
- Data Driven Marketing, Segmentation, Customer Insight and Analytics.
- Using research to develop more engaging propositions.
- Marketing fundamentals, branding and strategy.
- Managing agencies and creative briefing.

Training and Consultancy Experience

- Full time self-employed trainer / consultant since July 2007.
- Previously, founder & Group Client Service Director, Chemistry Communications Group PLC 1994 to 2007.
- Microsoft's lead digital marketing trainer for EMEA and LatAm for 3 years 2006 to 2009.
- Speaker at many events including IDMF and Tech for Marketing for CIM and Microsoft Annual Kick Off meeting in Atlanta 2008 (attended by 15,000 people).
- Member of Google Global faculty since 2010.

CIM Courses delivered

- Social Media Marketing
- Social Media Marketing for Public Sector and Not for Profit
- Social Media for Financial Services
- B2B Social Media
- Implementing Social Media Marketing Campaigns
- Content Marketing
- Multi-Channel Digital Marketing
- Implementing CRM Campaigns
- Fundamentals of Marketing
- Hands on Blogging
- Hands on Twitter
- Hands on LinkedIn
- CIM Academy – Lead Course Director for Level 4 Digital Marketing

LIVE ONLINE TRAINING DELIVERY

**One Day Public
Course
= Two Day Live
Online Training**

- Our virtual classes, taking place for 3 hours per day for successive allocated training days. Morning or Afternoon live online presentation throughout the week
- Time Zone: Our Preferred time zones are **UK Standard Time (GMT +1)** & **Singapore Standard Time (GMT +8)**
- Delegates will attend using Zoom or similar platform, so can complete the class at home or their place of work, thus reducing travel time and cost
- All materials and instruction will be given in English.
- Training materials and additional learning resources, case studies and exercises available for all participants as PDF.
- The high levels of participation and interactivity throughout the program.
- Course outline – Each session to last 45/60 minutes to comprise of theory, a case study and an exercise
- Regular interactions, polls, whiteboards, chats, videos and quizzes will maintain interactivity throughout the session

BENEFITS OF LIVE ONLINE TRAINING

QUICK & EASE SET-UP – easy registration through message & email

INTERACTIVE - Live video interaction among delegates and trainer. Chat support to exchange messages exclusively or with the group.

ENGAGING - Knowledge retention with in-session Activities

LIVE BROADCASTING – Delegates can see PPT slides in a split-screen to follow along with the trainer. **PROGRAM**

CONTENT SHARING - Training materials and additional learning resources, case studies and exercises available for all participants as PDF.

HANDINESS - Participants can join training sessions from their laptop, mobile and desktop. **SUPPORT DURING THE PROGRAM** – devoted host to ensure the course deliver efficiently

LIKE A COURSE WE OFFER?

The benefit of choosing a LIVE ONLINE TRAINING option as IN-HOUSE.

We have developed and conceptualised our live online programs to make your learning experience unique and rewarding. Live online program gives us the flexibility of choosing the time and location. Presentation on Live Online Training is interactive and delivered in Real Time. All the programs delivered live at a particular time. These live online trainings are simply evolved from our public courses without compromising the quality and content.

Simple procedure follows in signing to a Live Online Program. Programs are interactive in nature along with robust AV online learning platform. Training materials and requisite support will be available through out the program.

If interested to run this course in-house
please contact Tridib Panda at:

 | t +91 8433921011

e tridib.panda@bricsaevents.in

Digital Principles Virtual Masterclass

2 - 3 June 2020 (2 Half Days) | **LIVE ONLINE TRAINING**

Sales Contract | Please write in BLOCK letters

DELEGATE DETAILS

1 Name: _____
 Job title: _____
 E-mail: _____
 Tel/Mob: _____

3 Name: _____
 Job title: _____
 E-mail: _____
 Tel/Mob: _____

2 Name: _____
 Job title: _____
 E-mail: _____
 Tel/Mob: _____

4 Name: _____
 Job title: _____
 E-mail: _____
 Tel/Mob: _____

COMPANY DETAILS

Company Name: _____
 Address: _____
 City: _____
 Tel: _____ Country: _____

AUTHORISATION

Name : _____
 Position : _____
 Date : ____/____/____
 Signature* : _____

I/we hereby confirm to the above and authorise our participants.

* This booking is invalid without signature.

LIMITED SEATS!

BOOK EARLY TO RESERVE YOUR PLACE

Course Fee

USD 300 per Delegate + GST/VAT* (If applicable)

Group Discounts*

3-4 Delegates 5%
 > 5 Delegates 7%

*please note that all group discounts are given on the final price

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+91 22 40950330



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3 Easy ways to Register

TERMS & CONDITIONS

1. Payment Terms

100% payment of the full amount upon receipt of the invoice.

2. Cancellation Policy

i. All cancellations must be done in writing.

ii. Full refund for cancellations will only be paid to a maximum of one week from the invoice date.

iii. 50% refund for cancellations will only be paid to a maximum of two weeks from the invoice date.

iv. No refund for cancellations done after 2 weeks from the invoice date. Substitute is always welcomed; if not possible a credit note will be given which can be used for any of BricsaEvents up to 1 year.

3. Force Majeure/indemnity: If the event is postponed, canceled or abandoned by reason of war, fire, storm, explosion, national emergency, labor dispute, strike, lock-out, civil, disturbance, actual or threatened violence by any terrorist group, or any other cause not within the control of our organization, we shall be under no liability to 'Company' for non-performance or delay in performance of obligations under this contract or otherwise in respect of any actions, claims, losses (including consequential losses) costs or expenses whatsoever which may be brought against or suffered or incurred by 'Company', as the result of the happening of any such events.

4. Complaint and Refund: For more information regarding administrative policies such as complaint and refund, please contact us at: Tel: +91 8433 921011, Fax: +91 22 40950330, e-mail: marketing@bricsaevents.in

5. Governing Law: This contract shall be governed by and construed in accordance with the Laws and Regulations of India and the High Court of Bombay shall have exclusive jurisdiction without regard to conflict of law provisions.