



The Giants Digital Marketing Programme

Overview

The digital revolution is reshaping our lives, breaking down borders, and disrupting industries. This offers vast opportunities to redefine consumer engagement in the digital age. However, capitalising on digital potential is challenging. Digital marketing demands a shift in how we perceive consumers and build lasting relationships, empowering us to gain real-time insights.

The digital arena is crowded, competing globally for consumer attention and wallets. To succeed, mastering ever-evolving digital tools and techniques is crucial. The Giants Digital Marketing program provides a comprehensive toolkit, covering the entire customer journey from strategy to execution.

Upon completion, you'll have the skills, knowledge, and tools to advance your marketing career and thrive in the digital age.

4 Unique Modules

Strategic Knowledge

Digital Marketing and Planning

In this module. We dive into the fast-changing world of digital marketing, grasp its fundamentals, and compare it with traditional marketing. Understand the role of big data in customer insights and learn effective data utilisation. Discover how brands evolve digitally, physical availability in a digital world, and brand distinctiveness. Explore digital communications, Broadreach, and brand associations. Master a comms planning framework, emotional triggers, and targeted activations for success in digital marketing.

Digital Channels

Learn SEO/SEM, Paid Search & Social, the role of earned media, and digital communities. Elevate the customer experience through Email and CRM, while gaining insights into crafting and optimizing digital marketing content. Discover effective ways to generate, stand out, and repurpose content, ensuring it captures attention and recall. Elevate your digital marketing skills in this dynamic module.

4 Unique Modules

Practical Tool Kit & Execution

Digital Service and Campaign Design

This module covers campaign development, brand activation, channel effectiveness, media evaluation, and the importance of storytelling. Participants will gain practical skills for crafting compelling briefs, collaborating with agencies, and excelling in digital customer service. Real-world examples and strategies ensure proficiency in modern marketing, empowering individuals to build brands, create engaging campaigns, and deliver exceptional digital customer experiences.

Data, Analytics and AI

Discover the dynamic landscape of Data, Analytics, and AI in this module. Explore the essentials, including performance reporting's role, language, digital dashboards, and data collection tools. Dive into the world of AI and machine learning, focusing on strategy development, search integration, content creation, image generation, customer service, social media, and email marketing. Master digital dashboard usage, measure key KPIs, and extract actionable insights, all while identifying competitors. Elevate your marketing skills with this comprehensive module.

Meet the tutor

Ritchie is a renowned marketing leader and published author that has worked with FTSE 100 companies on up-skilling their teams on the latest marketing tools and techniques. Founder and Chief Executive Officer of School of Marketing, an award-winning marketing capability building organisation, that has taught over 4,000 students in 20 countries.

Published author of The New Marketing Playbook and award winner from The Marketing Society and Management Today. Co-host of one of the UK's leading marketing podcasts; The Places You'll Go Marketing Show.

Awarded an Honorary Fellowship to the Cambridge Judge Business School for contribution to Marketing. Lectured at Cambridge University, Warwick University, Edinburgh University, Regents University and Pearson College.

A portrait of Ritchie Mehta, a man with dark hair and a beard, wearing a black polo shirt, smiling slightly. The background is a light grey gradient.

Ritchie Mehta
CEO
School of Marketing

Qualification



On completion of the 4 modules and exam you get a Giants Digital Marketing certificate of completion.

Who is the programme for?

This program is perfect for marketing professionals already in the workforce who aim to enhance the customer and commercial performance of a business.



Our Contributors

A range of industry experts have contributed to the content and have provided expert opinion to this programme including:



Luke Besant

Education Marketing Consultant



Ritchie Mehta

CEO at School of Marketing



Max Stricker

Founder & Director at Ortum Consulting



Mimi Nicklin

CEO at Freedm

Structure of programme [8 weeks]

The programme structure consists of 4 key modules and considers a multi-dimensional approach from strategy to execution and existing and emerging topic areas within the discipline of Digital Marketing. Additionally, there is also live coaching available to enhance the learning experience and provide students with real-time guidance and support throughout their journey.

Students must complete all the modules, actively participate in live coaching sessions, and pass the final exam to achieve the School of Marketing Certificate in Digital Marketing. This comprehensive approach ensures that students not only acquire theoretical knowledge but also gain practical insights and personalised guidance to excel in the field of Digital Marketing.

Module Breakdown

Digital Marketing and Planning [Strategic Knowledge]

Digital marketing in context

- The pace of change in digital marketing
- What is digital marketing
- What is marketing and the marketing toolkit
- The short vs long-term in marketing
- Traditional vs digital marketing

Building a strategy in digital marketing

- How digital comms come together
- The role of Broadreach
- Building brand associations
- Comms planning framework
- Distinctive emotions and triggers
- Targeted activations

Disruptive brands in a digital world

- How have brands evolved in a digital world
- What is a brand in a digital world
- A brand at the intersection of online and offline
- Physical availability in a digital world
- Brand differentiation and distinctiveness
- Traditional vs digital marketing

Customer understanding using digital tools

- The role of big data in customer understanding
- Consumers say consumers do
- Gathering customer and competitor data
- Data is everywhere but how do you leverage it?

Module Breakdown

Digital Channels [Strategic Knowledge]

Paid

- Developing a Search Engine Optimisation Campaign
- Developing a Paid Advertising and Paid Social Campaign
- Programmatic Advertising

Earned

- Developing an Influencer Marketing Strategy
- Developing a Community Marketing approach
- The art of digital and social selling

Owned

- Using data to improve customer experiences
- Developing a customer journey map
- Website tagging
- Conversion rate optimisation

Creating digital marketing content

- Introduction to digital marketing content
- Ways to generate content
- Making content that stands out
- Repurposing content
- Attention and recall

Module Breakdown

Digital Service and Campaign Design [Practical Toolkit & Execution]

Strategic planning in digital marketing

- Developing a marketing campaign
- Brand building and activation
- Channel effectiveness
- Channel progression

Role of creativity storytelling in digital

- Why is storytelling important?
- Commercial performance and storytelling
- Finding insight in your stories
- Method for content strategy
- Storytelling and strategic planning

Creating a brief

- What is a brief?
- 10 parts of a brief
- Why work with agencies?
- Responding to a brief
- Benefits for clients
- Building effective relationships
- Benefits for agencies
- The briefing process
- Formula for a brief

Digital media buying and planning

- Developing a media plan
- Evaluating media
- Examples of media planning

Module Breakdown

Data, Analytics and AI [Practical Toolkit & Execution]

Introduction to data and analytics

- Role of performance reporting
- Language of performance reporting
- Digital dashboards
- Tools to collect data

AI in Digital Marketing

- What is AI and machine learning
- AI in strategy development
- How AI integrates with search
- Content writing with AI
- Image generation with AI
- AI in customer services
- AI in social media
- AI in email and CRM

Digital Dashboards

- Role of digital dashboards
- Key KPIs to measure and monitor
- Digital dashboard creation and review

Audience Research

- Determining insights using data
- Identifying key competitors



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