Strategic Advanced Digital Marketing and Performance Measurement Training Course



07 - 11 Dec 2026

Lisbon

4500 € (Per Person)

Ref: #MAR4691_13767

Course Introduction / Overview:

The digital landscape evolves daily, making a static marketing approach obsolete. This Strategic Advanced Digital Marketing and Performance Measurement Training Course offered by BIG BEN Training Center provides a deep, integrated understanding of modern digital strategies essential for driving measurable business growth. Participants will delve into the complexities of digital marketing strategy and execution, moving beyond basic tool knowledge to focus on creating cohesive, data-driven campaigns. The curriculum covers core areas like advanced content marketing, search engine marketing (SEM), social media marketing (SMM) platforms, and the critical skill of marketing analytics and performance measurement. By integrating these channels, participants learn to build a unified digital strategy that directly contributes to organizational objectives, ensuring a high return on investment (ROI). We will explore influential academic concepts, such as those presented by Dave Chaffey, the renowned digital marketing author and consultant, particularly his work on integrated digital strategy frameworks like RACE, which emphasizes reach, act, convert, and engagement. Chaffey's book, Digital Marketing: Strategy, Implementation and Practice, offers a foundational perspective on strategically leveraging technology for marketing success. This course emphasizes practical application, using real-world case studies and interactive exercises to translate theoretical knowledge into actionable plans, preparing participants to become strategic leaders in their organizations' digital transformation journey. The focus remains on strategic decision-making, audience segmentation, customer journey mapping, and the selection of appropriate digital channels to achieve superior business results.

Target Audience / This Training Course is Suitable for:

- Marketing Managers and Directors seeking to update their digital strategy skills.
- Brand Managers and Product Marketing Specialists responsible for online presence.
- Digital Marketing Specialists aim to master performance measurement and advanced tactics.
- Business Development Managers focused on lead generation and digital sales growth.
- Chief Marketing Officers (CMOs) or senior executives overseeing digital transformation.
- Entrepreneurs and business owners manage their online marketing efforts.
- Government employees and public relations professionals managing digital communications.

Target Sectors and Industries:

- Technology and E-commerce companies rely heavily on digital channels for sales.
- Financial Services and Insurance firms navigating complex digital regulations and customer acquisition.
- Healthcare and Pharmaceutical sectors managing online patient engagement and brand reputation.
- Retail and Consumer Goods industries focused on multi-channel and omnichannel marketing.
- Media and Publishing companies optimize content strategy and audience monetization.
- Telecommunications providers specialize in digital customer experience and retention.
- Government Agencies and Equivalents involved in public outreach, digital services, and strategic communications.
- Manufacturing and Industrial sectors utilizing digital for B2B lead generation and sales enablement.

Target Organizations Departments:

- Marketing and Communications departments responsible for digital execution and brand management.
- Sales and Business Development teams focusing on lead generation and sales funnel optimization.
- Strategy and Planning departments requiring expertise in digital transformation and long-term planning.
- Product Management and Development focusing on the customer journey and digital touchpoints.
- IT and Digital Technology teams collaborate on platform integration and data analytics.
- Customer Experience (CX) departments work to optimize digital interactions.
- Corporate Training and Learning & Development integrating new digital skills.

Course Offerings:

By the end of this course, the participants will have able to:

- Design and implement a comprehensive, integrated digital marketing strategy aligned with business goals.
- Conduct advanced audience segmentation and customer journey mapping for personalized campaigns.
- Select and apply the most effective digital channels and platforms for targeted outreach.
- Measure and optimize digital marketing performance using key metrics and analytics tools.
- Develop high-impact content marketing strategies that drive engagement and conversion.
- Formulate effective paid media campaigns (PPC, display) for superior return on investment (ROI).
- Integrate social media marketing (SMM) and email strategies for cohesive customer engagement.
- Use data and marketing analytics to inform strategic decisions and campaign adjustments.
- Benchmark digital performance against competitors and industry best practices.

Course Methodology:

This highly interactive Strategic Advanced Digital Marketing and Performance Measurement Training Course utilizes a robust blend of modern adult learning methodologies to ensure practical skill development and strategic insight. The approach is deeply rooted in real-world application, starting with in-depth case studies of global and regional digital success stories and failures, enabling participants to analyze complex strategic decisions. Participants will engage in structured teamwork exercises focused on developing complete digital strategy frameworks, from defining target audiences and customer journeys to outlining measurable campaign plans. The sessions feature highly interactive sessions, including live demonstrations of marketing analytics dashboards and hands-on exercises for practical application of paid media optimization and content marketing audits. The BIG BEN Training Center employs expert trainers who facilitate group discussions and critical thinking on the latest digital trends and technologies. Personalized feedback is a cornerstone of the methodology, with trainers providing constructive critiques on participant-developed strategies and campaign mock-ups. The course uses a practical, problem-solving structure, allowing participants to use their own organizational challenges as the basis for course projects, ensuring the learning is immediately transferable to their professional roles. This methodology is designed not just to teach tools, but to cultivate strategic decision-making in a rapidly changing digital landscape.

Course Agenda (Course Units):

Unit One: Strategic Digital Foundation and Customer Journey Mapping

- Analyzing the modern digital landscape and its impact on business strategy.
- Defining organizational digital marketing goals and key performance indicators (KPIs).
- Deep dive into advanced audience segmentation and persona development.
- Mapping the end-to-end digital customer journey and identifying critical touchpoints.
- Developing a unified digital strategy framework and implementation plan.
- Understanding the integration of traditional and online marketing channels.
- Benchmarking digital competitors and identifying strategic gaps.

Unit Two: Advanced Content Strategy and Search Engine Marketing (SEM)

- Creating a high-impact, full-funnel content marketing strategy.
- Content creation and curation techniques for various digital channels.
- Mastering keyword research for search engine marketing (SEM) and content planning.
- Implementing on-page and off-page optimization best practice.
- Developing and managing effective Pay-Per-Click (PPC) advertising campaigns.
- Optimizing ad copy, landing pages, and quality scores for Google Ads.
- Integrating search and content efforts for maximum brand visibility and conversions.

Unit Three: Social Media Marketing (SMM) and Paid Advertising Optimization

- Developing a strategic social media marketing (SMM) plan across major platforms.
- Advanced techniques for social media content, engagement, and community building.
- Strategic execution of paid social media advertising campaigns and budget allocation.
- Audience targeting, lookalike audiences, and conversion tracking on social platforms.
- Leveraging influencer marketing and user-generated content for brand growth.
- Social media crisis management and online reputation monitoring.
- Integrating SMM with the overall digital customer experience.

Unit Four: Data-Driven Decisions and Marketing Analytics

- The role of marketing analytics in measuring and optimizing digital performance.
- Setting up and interpreting dashboards using platforms like Google Analytics.
- Defining and calculating crucial digital metrics: CPA, CLV, ROI, and conversion rates.
- Understanding multi-channel attribution models and their strategic implications.
- Conducting A/B testing and experimentation for continuous campaign optimization.
- Data visualization techniques for communicating performance to executive leadership.
- Ethical considerations and best practices for data privacy and security.

Unit Five: Digital Customer Engagement and Future Trends

- Designing effective email marketing and marketing automation sequences.
- Implementing CRM systems for enhanced customer relationship management.
- Strategies for improving digital customer experience and driving loyalty.
- Exploring emerging digital trends and technologies, including AI in marketing.
- Developing a long-term digital transformation roadmap for the organization.
- Integrating all digital channels to create seamless omnichannel marketing experience.
- Final project presentation and peer review of comprehensive digital strategies.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

Given the velocity of change in the digital landscape, how can an organization design a sustainable digital marketing strategy framework that remains agile enough to adapt to emerging platforms and technological shifts while consistently delivering on long-term ROI objectives?

What unique qualities does this course offer compared to other courses?

This Strategic Advanced Digital Marketing and Performance Measurement Training Course goes beyond teaching tool functionality; it immerses participants in the strategic thinking required to lead a successful digital operation. Unlike introductory courses, the BIG BEN Training Center emphasizes a holistic, integrated digital marketing strategy that ties every tactical action to measurable business outcomes like ROI and customer lifetime value (CLV). The focus is heavily placed on performance measurement and marketing analytics, ensuring participants don't just execute campaigns but can critically evaluate and optimize them using data. We use complex, practical case studies that demand strategic decision-making, such as optimizing paid media campaigns across multiple platforms with a fixed budget or redefining a complete customer journey map. The course's advanced modules on omnichannel marketing and digital transformation prepare mid-to-senior level professionals to steer their organizations through complex digital shifts. It's an intensive, high-level approach designed for those who need to move from tactical execution to strategic leadership in the digital landscape.