Developing Advanced Digital Marketing Strategy and Execution Training Course



09 - 13 Nov 2026

Lisbon

4500 € (Per Person)

Ref: #MAR9562_13550

Course Introduction / Overview:

The contemporary business landscape demands a robust understanding of digital marketing strategy, moving beyond simple tool use to integrated, data-driven planning. This immersive program, offered by BIG BEN Training Center, is meticulously designed to equip professionals with the sophisticated knowledge and practical expertise necessary to formulate, execute, and measure high-impact digital campaigns across all critical channels. The course covers the foundational concepts, delves into advanced tactics in content marketing, social media marketing, and search engine marketing (SEM), and stresses the pivotal role of data-driven decision-making and analytics. Participants will learn how to create seamless, omnichannel customer experiences, leverage emerging technologies like marketing automation and AI in marketing, and drive measurable business results. The curriculum incorporates strategic frameworks, including those discussed by renowned academic Dave Chaffey in his work, such as Digital Marketing: Strategy, Implementation & Practice, ensuring a strong blend of theory and real-world application. We focus on converting strategic insights into actionable plans, mastering the entire digital customer journey, from awareness to loyalty.

Target Audience / This training course is suitable for:

- Marketing Managers and Directors.
- Digital Strategy Planners.
- Brand Managers and Product Marketing Specialists.
- E-commerce and Online Business Owners.
- Mid-to-senior level professionals seeking to lead digital transformation initiatives.
- Consultants specializing in marketing and business growth.

Target Sectors and Industries:

- Technology and Telecommunications.
- Financial Services and Banking.
- Retail and E-commerce.
- Manufacturing and Logistics.
- Healthcare and Pharmaceuticals.
- Education and Professional Services.
- Government agencies and equivalents.
- Non-profit Organizations and NGOs.

Target Organizations Departments:

- Marketing and Communications Department.
- Sales and Business Development Department.
- Product Management Department.
- Strategic Planning Department.
- IT and Digital Transformation Department.
- Customer Experience (CX) Department.

Course Offerings:

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

- Develop an integrated digital marketing plan aligned with core business objectives.
- Execute advanced search engine optimization (SEO) and paid search (PPC) campaigns for maximum visibility.
- Design compelling social media marketing strategies that drive engagement and conversions.
- Master the creation and distribution of high-value, targeted content marketing.
- Utilize marketing analytics to track key performance indicators (KPIs) and optimize campaign performance.
- Implement email marketing automation and personalization techniques to nurture leads.
- Analyze the digital customer journey to identify and optimize key touchpoints for a better user experience (UX).
- Apply ethical and legal guidelines to data-driven marketing practices.
- Leverage emerging trends like AI in marketing and omnichannel marketing for competitive advantage.

Course Methodology:

This intensive, five-day program employs a highly interactive and practical training methodology designed to ensure participants not only grasp theoretical concepts but can immediately apply them. Our approach blends expert-led lectures and dynamic group discussions with a strong focus on real-world case studies from diverse global industries, showcasing effective digital transformation and marketing success stories. Participants will engage in structured teamwork exercises, including the development of a comprehensive digital strategy plan for a hypothetical or actual business, reinforcing skills in strategic planning and execution. Interactive sessions are a core component, encouraging the sharing of challenges and best practices related to digital strategy and marketing automation. We incorporate hands-on workshops using simulated digital analytics platforms and practical tools, allowing attendees to practice campaign setup, optimization, and data-driven decision-making. Throughout the training course, consistent, personalized feedback will be provided by the BIG BEN Training Center expert instructors, ensuring all participants achieve mastery in advanced digital marketing. This practical, outcomes-focused approach to professional digital marketing is what sets our offering apart.

Course Agenda (Course Units):

Unit One: Strategic Foundations and the Digital Ecosystem

- Understanding the shift to digital transformation and its business impact.
- Situational analysis: tools and frameworks (SWOT, PESTEL) for digital strategy.
- Defining the digital customer journey and developing buyer personas.
- Setting SMART marketing objectives and choosing the right key performance indicators (KPIs).
- Integrating digital goals with overarching business strategy.
- The role of owned, paid, and earned media in a holistic plan.
- Developing a robust digital marketing budget and resource allocation plan.

Unit Two: Driving Visibility through Search and Content

- Advanced Search Engine Optimization (SEO) techniques for technical and on-page optimization.
- Mastering keyword research and competitive analysis for organic research.
- Implementing effective paid search (PPC) campaigns and utilizing Google Ads strategies.
- Creating a high-impact content marketing strategy aligned with the sales funnel.
- Developing content types for different platforms and stages of the customer journey.
- Measuring content performance and return on investment (ROI).
- Video marketing and visual content strategies.

Unit Three: Social Media, Email, and Conversion Optimization

- Building comprehensive social media marketing strategies for key platforms (e.g., LinkedIn, Instagram).
- Social media advertising campaign management and budget optimization.
- Developing effective email marketing automation workflows and list segmentation.
- A/B testing and experimentation for continuous conversion rate optimization (CRO).
- Designing a seamless user experience (UX) on digital assets.
- Understanding the psychology of persuasion in digital copy and design.
- Lead generation and lead nurturing strategies across channels.

Unit Four: Data-Driven Decision Making and Analytics

- Selecting and implementing the right marketing analytics tools (e.g., Google Analytics).
- Defining a measurement framework and attributing marketing success (attribution modeling).
- Interpreting complex digital data to generate actionable insights for optimization.
- Data visualization and presenting performance reports to stakeholders.
- Ethical considerations and compliance in data-driven marketing (GDPR, privacy).
- Forecasting digital marketing results and budget impact.
- Advanced audience segmentation and targeting techniques.

Unit Five: Emerging Trends and Strategic Leadership

- Integrating omnichannel marketing and unifying the customer experience across devices.
- Leveraging AI in marketing for personalization, content creation, and campaign optimization.
- Understanding the impact of voice search, chatbots, and emerging technologies.
- Digital transformation leadership and managing cross-functional marketing teams.
- Developing a culture of agile marketing and continuous testing.
- Vendor selection and managing external agency partnerships for digital campaigns.
- Creating a long-term professional digital marketing roadmap for sustained growth.

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 rapid evolution of AI in marketing and consumer privacy regulations, how will marketing leaders strategically balance the push for hyper-personalization with the increasing public demand for data transparency and control?

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

This Developing Advanced Digital Marketing Strategy and Execution Training Course moves beyond a mere overview of digital tools, offering a deep, strategic perspective essential for senior-level professionals. The curriculum is uniquely structured around creating a fully integrated digital marketing strategy and execution plan, using the principle of omnichannel customer experience as its foundation. We don't just show you how to post on social media or set up an ad; we teach the underlying strategic planning frameworks, like those advocated by thought leaders such as Dave Chaffey, that allow for sophisticated data-driven decision-making and continuous optimization. BIG BEN Training Center emphasizes the practical application of marketing analytics to every digital channel, ensuring participants can confidently measure ROI and communicate strategic value to the executive team. Our focus is on fostering the agile marketing mindset required to adapt to constant changes in SEO, paid search (PPC), marketing automation, and the use of AI in marketing. This course is a comprehensive, end-to-end strategic development program, transforming participants into genuine digital transformation leaders rather than just technical implementers.