A Digital Approach to Marketing Strategy

There are four modules to this course:

- Introduction to Digital Marketing and Technology
- The Digital Macro-environment
- Digital Marketing Strategy Development
- Digital Media and the Marketing Mix

Practical | 6 Weeks | 2 Assessments | 4 Quizes

You will learn:

Introducing Digital Marketing and Technology

- Application and Benefits of Digital Marketing
- Digital Marketing Communication
- Online Marketplace Analysis
- Online Competition, Suppliers and Channel Structures

The Digital Macro-environment

- Using the PESTLE Analysis Model
- Technological Forces
- Economic and Socio-cultural Forces
- Political, Environmental and Legal Forces

Digital Marketing Strategy Development

- Digital Marketing Strategy as a Channel Management Strategy
- How to Structure a Digital Marketing Strategy
- Strategy Formulation for Digital Marketing
- Implementation: Digital Case Study

Digital Media and the Marketing Mix

- Using the Internet to Vary the Marketing Mix: Part 1: (Product)
- Using the Internet to Vary the Marketing Mix: Part 2: (Price and Place)
- Using the Internet to Vary the Marketing Mix: Part 3: (Promotion)
- Using the Internet to Vary the Marketing Mix: Part 4: (People, Process, Physical Evidence, Partnerships)

About this short course

The way in which people use the internet is evolving quickly, with mobile accounting for an ever-increasing share of online activities. The way people shop is changing due to the interventions of digital technologies and social media. Consumer decision making has become more complex as consumers are faced with new digital media such as social mentions and comparison sites. Businesses can no longer ignore digital channels. In this course we look at the relationship between the Internet and marketing.

Digital marketers need to match the right channel to the right customer in order to eliminate waste and improve marketing efficiency. They also need a supplier network that is reliable and effective in carrying out the activities of the business throughout the supply chain. Intermediaries play a critical role in getting messages and products to customers. In some cases, though, producers may not want to use intermediaries at all because they might be able to complete the role themselves using the Internet. And in other scenarios, entirely new intermediaries between customers and producers have been created. These changing channel structures impact the way goods and services are marketed.

Marketers must identify any emerging opportunities and threats by looking closely at the micro-, market- and macro-environments. The key is for them to quickly adapt to any changes in these environments in order to satisfy customer needs better than competitors. This may require inventing new business models rather than just rearranging old ones.

When people think about online strategies, many often believe that creating a website is enough, but this is no longer the case. There is an increased need to partner with other online intermediaries and make use of additional digital media channels such as email, mobile apps, pay-per-click, SEO and online PR to connect with customers.

Developing a digital marketing strategy provides an organisation with direction for its online marketing tactics ensuring they are integrated with all other marketing activities. This in turn allows for a consistent message to be communicated to consumers.

An Integrated Marketing Strategy supports overall business objectives, including; getting new customers and retaining and growing current customers. In this course we take you through the SOSTAC strategic planning process in detail.

Where this course could take you

The skills you learn in this course are critical to:

- Marketing and Digital Marketing Managers
- Marketing Communications Manager
- Product and Brand Managers

R5,500 including VAT

Course Outcomes

1. Identify the fundamentals of digital marketing.
2. Describe the micro-environment and macro environment of the online marketplace.
3. Discuss what is meant by an integrated digital marketing strategy and how the elements of the online marketing mix support this strategy.

Key Topics

- Describe the relevance of digital platforms and digital media to marketing.
- Describe what is meant by paid, earned and owned media.
- Describe the growing range of digital platforms.
- Understand the applications of digital marketing.
- Understand the benefits of digital marketing.

- Understand the difference between e-commerce and e-business.
- Be able to identify the different forms of online presence.
- Be able to list the elements of an e-marketing mix and how it differs from the traditional marketing mix.
- Understand the key types of digital media channels.
- Complete the key differences between customer communications digital marketing and traditional marketing.
- Describe the elements of an organisation's online marketplace that have an effect when developing a digital marketing strategy

- Discuss the various elements of the digital marketing environment.
- Describe how the Internet impacts the five competitive forces.
- Describe disintermediation and reintermediation.
- Understand the various types of online publisher and intermediary revenue models.

- Discuss how the macro-environment might affect an organisation's digital marketing strategy planning, implementation and performance.
- Be able to describe the difference between the Internet, intranets and extranets.
- Understand digital security.
- Understand the technology hype cycle
- Describe new ways of reaching customers
- Discuss Economic and Socio-cultural forces

- Understand political and legal forces
- Discuss Digital marketing as a channel management strategy
- Define what is meant by an integrated digital marketing strategy.
- Identify the various factors that need to be considered when doing a situational analysis

- Set SMART objectives using the 5S model
- Describe what is meant by tangible and intangible benefits.
- Describe how to integrate a digital marketing strategy to traditional marketing and business strategy.
- Understand strategy implementation (digital case study)
- Discuss the elements of the marketing mix in an online environment.
- Be able to describe the main implications of the Internet for various elements of the marketing mix
- Discuss issues that we need to consider with regards to product.
- Discuss issues that we need to consider with regards to price and place.
- Discuss issues that we need to consider with regards to promotion
- Describe the elements of the service marketing mix in an online environment.