Course Outline

Module: Digital Marketing Strategy

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Module Introduction

Module Aims

The aim of the Digital Marketing Strategy module is to give participants the skills and understanding of how best to plan and implement coherent digital marketing programmed that achieve clear measurable business objectives and digital goals.

Course participation is key and there will be a series of in-class group and individual exercises as well as marked assessment of submitted work.

Module Overview

This module is focused on teaching students how to research, plan, design and implement Digital Marketing Campaigns targeting real world scenarios. The module covers digital marketing strategy and planning, along with all the key digital marketing tools such as Search Engine Advertising, Display Advertising, Social Media Marketing (Organic and Paid), Email Marketing, Search Engine Optimisation and Measuring the impact of Digital Marketing. The module is practical in nature, and students will use key digital marketing tools to learn how best to develop and implement digital campaigns.

Teaching Approach

This is a Practical Module, where participants use real life tools in analysing and developing digital marketing communication strategies and plans. The focus for the students is to immerse themselves in the tools, channels and applications that make up the digital marketing landscape and to develop strategic understanding of how to leverage channel strategies for different types of businesses and scenarios.

The teaching approach is demonstration and presentation based, accompanied with discursive and interactive sessions.

Learning Outcomes

Having successfully completed this module, the student should be able to:

- Understand the impact and influence that digital channels have across the customer journey in today's world
- Develop customer focused digital marketing strategies and plans for a wide range of businesses.
- Research, develop and target customer personas in the digital context
- Acquire key skills of using digital marketing tools and applications including paid and organic media channels
- Understand how to assess and measure the impact of digital marketing on business goals

Indicative Course Schedule

Session	Topic	Outline
1	**Digital Marketing Context & Landscape**	- Overview of Course - Digital Marketing Landscape - Understanding Digital Marketing - Core Components of Digital Marketing Programmes - The Changing Digital Landscape - Overview of Digital Channels
2	**Digital Strategy & Planning**	- Components of Digital Strategy - Aligning Digital Strategy with Business Objectives - Defining target Markets and creating digital personas - Understanding online user behaviours/preferences and how these influence your digital content plan - How to reach target audiences digitally - Defining and Aligning Digital and Marketing KPI
3/4	**SEA**	- Keyword Research - Leveraging the Google Adwords Interface - Optimised Ad Design - PPC Analytics - Match Types - Case Studies - Optimising Google Adwords Account
5/6	**Display Advertisement**	- Overview of Display Ads - Display Ad Units and Formats - Display Advertising Process - Measuring Display Ad Performance - Planning and Targeting a Campaign - Using Google Display Network - Video Ads - RTB & Programmatic
7/8	**Search Engine Optimisation**	- Mapping SEO strategies with content strategies - Researching and Defining Keywords - Content Optimisation to drive SEO rankings - Overview of SEO Tools - Key Search Engine Factors - Landing Page Design

Session	Topic	Outline
		• SEO Case studies
9/10	**Social Media & Content Marketing**	**Social Media** • Creating a coherent social media strategy • Identifying your personas on Social Media Channels • Choosing and implementing Social Media Tactical Solutions for your personas • Defining social media content strategies per channel and persona • Social Media Case Studies • Hands-on look at leveraging of Social Media Platforms • Analysis and Usage of Platforms (and Advertisement Systems) o Facebook o Twitter o LinkedIn o Snapchat o Instagram o TikTok **Blogging** • Creating and using blogging platforms • Overview and case studies of Business Blogging • Digital content creation models • Content Management Systems – Wordpress • Blogging editorial calendars
11	**Email Marketing & Analytics Frameworks**	**Email Marketing** • Overview of Email Marketing • Using third party solution ESPs • Email Marketing Best Practices • Email Marketing Analytics • Email Marketing Creation • Writing optimized email campaigns • Case Studies Google Analytics • Creating digital marketing measurement framework • Analysing Google Analytics • Understanding how your website is performing and identifying high performing keywords • Identifying key metrics and key performance indicators

Session	Topic	Outline
		- Measuring, evaluating and Improving Digital Campaigns - Creating, tracking, and analysing conversion metrics

12	**Recapping Session**	- Creating an integrated digital marketing plan
		- Aligning business objectives, strategy and tactical solutions
		- Accurately deconstructing and placing target audiences online
		- Creating a diverse digital infrastructure to ensure a rich digital footprint designed to engage prospects & customers
		- Actualising and integrating all elements of online marketing:
		   o Content marketing plans
		   o Rich Media Production – video, audio, text etc.…
		   o PPC and Google Display Network
		   o SEO
		   o Social Media (Facebook, blogging, twitter etc.…)
		   o Mobile
		   o Email Marketing
		   o Tracking and Measurement
		- Implementing iterative marketing programmes based on clear feedback loops

TEXTBOOKS AND REQUIRED RESOURCES

Required core course textbook:

Chaffey D & Ellis-Chadwick F (2022) Digital Marketing: Strategy, Implementation and
Practice. 8th Ed. Pearson Education.

The following are a list of Blogs that should be read and consulted during the module:

Digital Marketing
www.smartinsights.com
www.emarketer.com
www.digiday.com
https://www.digitaldoughnut.com/articles
http://www.mckinsey.com/insights
http://www.marketingsherpa.com/
http://econsultancy.com/
www.adage.com
www.adweek.com
www.brandrepublic.com
http://www.clixmarketing.com/blog
www.techcrunch.com
www.hubspot.com
http://uk.businessinsider.com/tech
www.mashable.com

Pay Per Click
www.wordstream.com
https://klientboost.com/blog/
www.ppchero.com
http://support.google.com/adwords
https://support.google.com/google-ads/?hl=en#topic=10286612
https://www.searchenginewatch.com/category/ppc/

Search Engine Optimisation
www.moz.com
searchengineland.com/
searchenginewatch.com/
https://ahrefs.com/blog/
www.seroundtable.com/
www.searchenginejournal.com/
www.seobook.com
www.searchengineguide.com/

Analytics & User experience
https://www.kaushik.net/avinash/
https://unbounce.com/blog/

https://www.behave.org
https://marketingexperiments.com
www.balsamiq.com (wireframing)

Keyword Research
www.answerthepublic.com
Google Keyword planner
https://trends.google.com/trends/
www.keywordtool.io
https://www.wordstream.com/keywords
https://moz.com/explorer
www.semrush.com
www.similarweb.com

SEO Tools
Moz.com
www.screamingfrog.uk
www.ahrefs.com
www.majesticseo.com
www.builtwith.com
https://developers.google.com/speed/pagespeed/insights/
Google Search Console - https://www.google.com/webmasters/tools/
https://moz.com/link-explorer
https://www.quicksprout.com/
https://serps.com/tools/rank-checker/
https://search.google.com/structured-data/testing-tool/u/0/
https://www.deepcrawl.com/

General Supplemental Readings
- See Blackboard

ASSESSMENT

Module assessment for this module will be made up of two components:

- An Individual Assessment made up of Google certification (30%)
- A group project to develop a digital marketing strategy and plan for a business (70%)

Individual Assessment (30%)

Each student will take a Google certification. The certification will be taken through the online learning system [Google Skillshop](). Details will be posted on the class online portal page.

Group Assessment (70%)

Each group (4/5 People) will create a digital strategy and plan for a business of their choice. They will perform a digital audit on the business they are choosing and develop a clear competitor analysis.

Students will outline what the main tangible business objectives and digital goals are, and the KPIs that will be used to measure the campaigns success. As part of this exercise the student will layout who their target market is (personas) and identify all the channels and tools that they will use to target this audience and map at the channel level to stated goals.

Students will develop a digital marketing tactical solution using a range of marketing channels used to promote the business. A measurement framework should accompany the report along with a proposed budget.

A suggested overview of the report structure may be as follows, but students should adapt to their own context:

1. *Exec Summary*

2. *Introduction and Overview of Business*

3. *Situational Analysis*

4. *Business Objectives, Digital Goals, and KPIs*

5. *Strategy – Communications Strategy, Persona Definition and Value Proposition*

6. *Overview of Channel Strategy– aligned with goals.*

7. *Timeline of Implementation*

8. *Measurement*

9. *Indicative Budget*

10. *References/Sources*

Short Biography of Keith Feighery

Keith is a leading Digital Marketer with over 20 years' experience creating digital marketing programmes, developing enterprise software applications, and building successful online retail businesses. Keith is currently the Director of Digital Strategy with **Digital Insights** where he works with clients developing Digital Marketing Programmes. Keith lectures on Masters Programmes in Digital Marketing with the Trinity College Dublin, Michael Smurfit Business School, University College Dublin and Dublin Business School. Keith is an expert digital marketing trainer who has trained over 5000 businesses, either directly or with established training partners such as Digital Marketing Institute, SureSkills, Dublin Business School and Griffith College Dublin. Keith holds a 1st Class MA in Digital Media Technologies.