

Rightrack ... a little bit of magic

Digital Marketing
a bespoke programme



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Introduction

This is a bespoke programme that covers many aspects including creating digital marketing plans, understanding the principles of website design & usability as well as gaining a full range of digital marketing tools.

Approach

A bespoke training programme is researched, designed and delivered specifically for your needs.

We have a highly developed, sophisticated yet flexible approach for creating bespoke training solutions, which typically includes:

- **Step 1: Research & Familiarisation**
Our training specialists work with you to research the key areas that will impact the programme design and agree project objectives
- **Step 2: Confirmation of Project Activity**
Key areas of the project are confirmed in writing including all project steps, milestones, programme structure, supporting activity, timings and evaluation measures
- **Step 3: Preparation of Learning Content**
Our project team prepare the programme in-line with the above steps. The content is highly specific to your organisation and the initiatives that are key to the success of your business
- **Step 4: Implementation of Training Programme**
The programme is implemented in-line with the agreed rollout plan
- **Step 5: Project Evaluation**
The project is evaluated throughout its implementation against key measures decided upon during Step 1



Case Study

Below is an example of a programme we have designed for a client:

Setting the Scene

- What is digital marketing?
- Differences and similarities between digital marketing and traditional marketing communications
- The importance of integrating online and offline
- Some key terms and definitions

Planning and Strategy

- The strategic role of digital marketing
- The digital marketing planning process
- What goes into a digital marketing plan?

Website Design and Usability

- Principles of effective website design
- Site usability and accessibility
- Engagement, persuasion and copywriting

Creative Considerations

- What can disrupt the user experience – browsers & firewalls
- How is writing for the web different to offline?

The Digital Marketing Toolkit

- Online Advertising
- Search Engine Optimisation
- Pay Per Click Marketing
- Affiliate Marketing
- Email Marketing
- Viral Marketing
- Online PR including Social Networks, Widgets, Blogs and Feeds
- Mobile
- Other tools – Gaming, Blogging, Podcasting

Tracking and Measurement

- The importance of tracking
- What can you measure and how do you measure
- What does 'good' look like - key metrics
- Using the data to improve digital marketing

Integrating your Marketing Communications

- Why integration is essential
- Integrating online and offline activity



Programme Options

This is an in-company programme with the following options:

Available Packages:	Bespoke - We research, design and deliver the programme specifically for your needs
Duration:	Bespoke
Materials:	Folder, workbook, handouts, pen and certificate of attendance
Support:	Research - Pre-programme research visit or telephone discussion Administration - Printing and packaging of delegate materials and liaison with your chosen venue for programme arrangements. Additional administration options available Evaluation - Post-programme evaluation and a consultant's report providing feedback on the programme Righttrack Membership - Lifetime on-line post-programme support via our dedicated delegate website and access to the training consultant who will answer any questions relating to the programme
Dates & Location:	To suit you
Delegates:	Bespoke
Style:	Righttrack programmes are energetic, exciting and highly participative, which create an impact and motivate participants to learn and embrace change
Learning Methods:	We utilise a blend of learning methods: practice sessions, group workshops, scenario-driven learning, assignments, self managed learning, shared group learning, accelerated learning and structured group learning

