

Planning digital campaigns and a solid content strategy

Intermediate level

Only a planned and focused approach to your digital channels and online content results in increased brand awareness and more effective online BD. This half-day course helps marketing managers and assistants go beyond a reactive digital presence and ad-hoc content generation to develop multi-channel digital campaigns and focused content strategies.

This online workshop qualifies for 3.5 hours CPD.

Topics covered

Preparing for success

- Managing stakeholders and sign-off processes
- Identifying channels
- Choosing focus topics
- Selecting tools

Developing campaigns

- Understanding the elements of an effective campaign
- Balancing organic and paid
- Implementing timelines and workstreams
- Optimising content and formats
- Integrating with BD, PR and other business functions

Creating an on-going content strategy

- Implementing editorial processes
- Finding new topics on a continuous basis
- Setting up reader journeys, funnels and personas
- Maximising online reach

Measuring and learning

- Understanding content analytics
- Looping back to editorial processes
- Reporting progress
- Personalising and segmenting content

Eligibility

This training course is open solely to member firms of the **PM Forum**, a worldwide group of over 3,000 marketers in professional services firms. Visit www.pmforum.co.uk



Tuesday 24 November 2020

This half-day online workshop takes place from 9.30 to 13.00

Trainer



Bram Vanoirbeek is a seasoned strategic communications professional helping businesses build impactful online marketing strategies. His clients range from tech start-ups to VC funds, professional services firms to publishers, commodity manufacturers to e-commerce companies.

Before starting his own consultancy, Bram worked for three top law firms, building their digital strategy from the ground up and training thousands of fee earners on how to harness the power of digital for BD.

In addition to a BSc and MSc in Strategic Communications and an MSc in Management, Bram holds an Academic Teachers Degree from the University of Leuven, certifying him as a university-grade trainer.

Other workshops in the Digital series:

Emails and marketing automation –
Tuesday 29 September

Harnessing the power of social media –
Thursday 22 October

For information on other training workshop visit www.pmforum.co.uk/training

Venue

Online

Cancellations/Substitutions

Refundable cancellations are only accepted up to one month prior to the event (a cancellation fee of £25 + VAT will be incurred per person).

Substitutions can be made at any time. PMI reserves the right to cancel with no liability beyond refund of fees paid.

Fees

First attendee £235 + VAT

Second attendee £225 + VAT

All subsequent attendees £215 + VAT

Prices are only for attendees booked concurrently. No booking can be confirmed without payment. The fee includes a folder of workshop material.

Planning digital campaigns and a solid content strategy – 24 November

Name	Name	Name
Position	Position	Position
Firm	Type of firm	
Address		
.....		Postcode
Tel E-mail		

Please pay by Visa/Mastercard/Maestro/AmEx (*please circle one*)

Cardholder name: Amount: £
Security
Card number: Expiry date: code:

Signed Date

Confirmation of booking will be sent by return along with a VAT receipt

Please return this form to: training@pmint.co.uk

020 7786 9786 www.pmforum.co.uk