

# 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](http://www.pmforum.co.uk)



## Wednesday 12 May 2021

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

### Other workshops in the Digital series:

**Emails and marketing automation –**  
Wednesday 17 March

**Harnessing the power of social media –**  
Wednesday 21 April

**For information on other training workshop visit [www.pmforum.co.uk/training](http://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 – 12 May

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: £ .....

Card number: ..... Expiry date: ..... Security 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](mailto:training@pmint.co.uk)

020 7786 9786 [www.pmforum.co.uk](http://www.pmforum.co.uk)

