

the marketors



Workshop Overview

This workshop focuses on the importance of a customer driven approach to digital marketing. The intensive three-day workshop will allow participants to build an effective digital marketing strategy, plan and/or campaign. Participants will be taught about industry best practice and getting excellent returns from digital marketing campaigns. Ongoing monitoring and improving of campaigns will also be taught to ensure participants can effectively enhance the efficiency of their plans.



Benefits

By attending this three-day advanced digital marketing programme delegates will become equipped in and learn advanced digital marketing technique. They will understand the practical and proven strategies to lead generation and have the confidence and ability to apply a digital marketing framework and plan for their business.

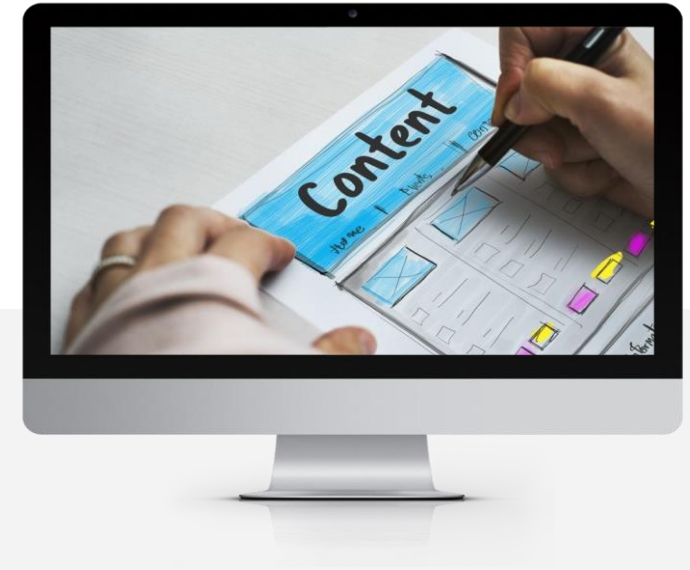
Outcomes & Content

- ✓ Current strategy audit
- ✓ Understanding and applying SEO
- ✓ PPC and Google analytics tools
- ✓ Application of social media marketing
- ✓ Affiliate marketing
- ✓ Advertising online
- ✓ Audience analysis and targeting
- ✓ Email marketing
- ✓ Website content optimization
- ✓ Developing or improving an existing strategy



Who should attend ?

This hands-on workshop is perfect for professionals working in all sectors. Anyone working with or on the day-to-day management of the digital strategy of an organisation will benefit greatly from the workshop.



ABOUT US

The Marketors are the training arm of the POLARIS group providing organisations with a global network of thought leaders, trainers and subject matter experts who spearhead excellence across the marketing profession.

Our vision is to revolutionise the way in which marketing and sales training is delivered, received and used, in order to create actionable insights, personal development and drive business growth.

We aim to raise capability and empower individuals and businesses to improve their performance, return on investments and economic growth.



100

Countries



50

languages



250

Trainers



180

Courses





RAISING CAPABILITIES

Working with The Marketors gives you exposure to the best-practice techniques that have been tried and tested across some of the world's largest brands. All of the training we design and deliver is shaped by insights, has a practical focus, and has the aim of raising capabilities and creating a positive and transformational impact.

We build world-class performance through our customised and bespoke solutions which are driven entirely by business needs. Our global reach, extensive knowledge and vast experience ensures that no matter what the business issue, we can be relied upon to improve your marketing, communications and sales capabilities.



Global Reach

Flexible and diverse trainer pool



People Transformation

Behavioural change experts



Business Impact

Propelling people's performance

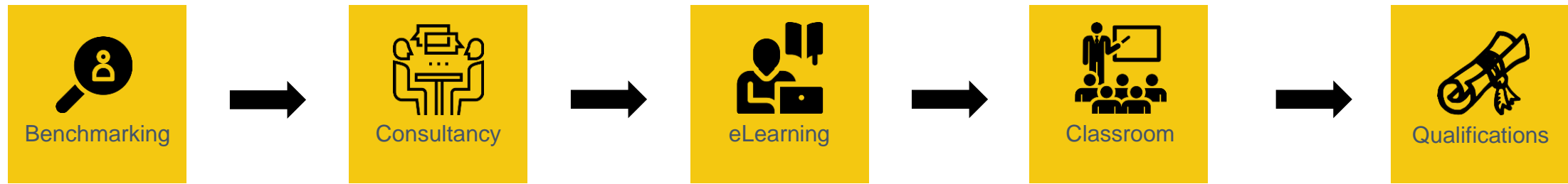


Bespoke Solutions

Made to measure learning.

OUR APPROACH

We work with organisations all over the world to help them raise their capability in sales and marketing to support and drive their business strategy. Positive and transformational impact is at the heart of our offerings and our approach is consultative, solution oriented and focused upon measurable results for the individual and organisation. We act as your learning partner by bringing together some of the world's leading companies, marketing experts, consultants and trainers.



SOSTAC®

Smart
Insights

The Marketing &
Leadership Academy
Aspire to Inspire

CS Circus Street™



WHY WORK WITH US?

- We work with organisations all over the world to help them raise their capability in marketing to support and drive their business strategy.
 - We act as your learning partner by bringing together some of the worlds leading marketing experts, consultants and trainers.
 - We draw on the their expertise to build transformational learning programmes to propel every area of your business, meeting the needs of your employees and achieving the businesses strategic aims.
 - Positive and transformational Impact is at the heart of our offerings and our approach is consultative, solution orientated and focussed upon measurable results for the individual and organisation.
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