MERCURY

Integrated Marketing Strategy Training Course

7 – 11 June 2027
Johannesburg (South Africa)



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Ref: 16020_1067964 **Date:** 7 – 11 June 2027 **Location:** Johannesburg (South Africa) **Fees:** 5300 Euro

Introduction:

The Integrated Marketing Strategy training course offers marketing professionals a roadmap to unify and streamline their marketing efforts. This advanced training emphasizes the relationship between digital and traditional channels to achieve a cohesive brand message. Participants will learn to align multi-platform campaigns with business objectives while driving higher engagement and performance.

Through real-world applications and case studies, learners will explore optimizing return on investment by leveraging data analytics and customer insights. The Integrated Marketing Strategy course guides participants through developing a unified voice across various marketing touchpoints, from SEO and content marketing to television, radio, and print. With the rise of e-commerce and digital transformation, mastering integrated marketing communication is essential for sustained brand growth.

This Integrated Marketing Strategy program empowers learners to make informed decisions by evaluating marketing effectiveness through data and KPIs. Professionals will learn how to build scalable marketing strategies that adapt to shifting consumer behavior and technological trends. This program is vital for marketers seeking strategic leadership roles and excellence in executing integrated campaigns.

Targeted Groups:

This Integrated Marketing Strategy training targets professionals seeking specialized knowledge and skills:

- Marketing managers aim to enhance cross-platform campaign coordination.
- Digital marketers look to unify SEO, content, email, and social media efforts.
- Brand managers are responsible for maintaining messaging consistency.
- Advertising specialists integrate online and offline channels.
- Public relations professionals create synchronized communications.
- Entrepreneurs develop cost-effective, scalable marketing strategies.
- E-commerce strategists aim to increase conversions through cohesive campaigns.
- Marketing consultants advise businesses on strategy development.
- Corporate communications teams optimize message alignment.
- Product and go-to-market strategists align brand, content, and sales.
- Business development professionals are interested in leveraging integrated marketing.
- Professionals pursuing a marketing strategy certification or advanced training.

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Course Objectives:

Participants will achieve the following objectives by completing the Integrated Marketing Strategy course:

- Analyze marketing environments to identify opportunities for integrated strategies.
- Design unified campaigns tailored to the needs of defined audience segments.
- Develop content marketing strategies aligned with both online and offline channels.
- Apply performance metrics to evaluate campaign effectiveness across all platforms.
- Build consistency in brand voice, visuals, and value propositions.
- Construct media plans that integrate digital and traditional advertising formats.
- Interpret customer data to refine targeting and messaging approaches.
- Implement actionable go-to-market strategies within cross-functional teams.
- Execute campaigns utilizing SEO, email marketing, and social media marketing strategy.
- Adapt strategies to address market shifts and consumer behavior trends.
- Collaborate within teams to manage marketing strategy and planning workflows.
- Manage resources to deliver high-ROI campaigns with measurable results.
- Synthesize insights from integrated digital marketing and analytics platforms.
- Evaluate and optimize integrated marketing communication processes.
- Explore present strategy proposals supported by performance data and research.
- Understand how to lead marketing strategy implementation with agility and innovation.

Targeted Competencies:

Participants will gain the following competencies during the Integrated Marketing Strategy program:

- Strategic thinking for integrated marketing communication planning.
- Ability to align marketing goals with overall business objectives.
- Skill in developing unified content across multiple platforms.
- Proficiency in using analytics tools for campaign optimization.
- Competence in balancing digital marketing strategy with traditional media.
- Capability to manage email and social media marketing strategies effectively.
- Expertise in coordinating cross-functional marketing teams.
- Understanding of go-to-market strategy execution.
- Knowledge of customer journey mapping for better targeting.
- Decision-making using performance metrics and KPIs.
- Adaptability in dynamic, multi-channel environments.
- Leadership in implementing advanced marketing strategy programs.

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Course Content:

Unit 1: Introduction to Integrated Marketing Strategy:

- Define integrated marketing and explain its strategic importance.
- Explore how unified marketing enhances brand value and reach.
- Differentiate between cross-channel and multi-channel approaches.
- Understand how digital platforms align with traditional media.
- Identify the elements of a strong marketing strategy.
- Examine the role of integrated marketing communication training.
- Map customer journeys to align messaging and touchpoints.
- Discuss brand storytelling in unified campaigns.
- Explore marketing strategies for e-commerce environments.
- Review the evolution of integrated digital marketing techniques.
- Evaluate the risks of siloed marketing efforts.
- Align integrated campaigns with long-term strategic marketing goals.

Unit 2: Developing an Integrated Marketing Plan:

- Set SMART goals that align with business and campaign objectives.
- Perform SWOT and competitor analysis for insight-based planning.
- Build audience personas for improved message targeting.
- Select the right mix of channels for message distribution.
- Develop messaging that resonates across digital and traditional platforms.
- Draft a marketing calendar and editorial content plan.
- Allocate budgets based on channel performance forecasts.
- Define and select relevant KPIs for ongoing monitoring.
- Integrate a go-to-market strategy into campaign development.
- Plan coordination workflows between marketing, sales, and PR teams.
- Identify the best tools for scheduling and campaign management.
- Validate plans through stakeholder feedback and strategic alignment.

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Unit 3: Leveraging Digital Marketing in an Integrated Strategy:

- Apply SEO to improve campaign visibility and traffic.
- Build content marketing strategies that support omnichannel outreach.
- Plan email marketing strategy workflows aligned with user behavior.
- Optimize social media marketing strategy across platforms.
- Analyze performance data from paid and organic digital campaigns.
- Integrate influencer and user-generated content into campaign messaging.
- Employ digital PR to amplify marketing initiatives.
- Incorporate automation tools to streamline campaign delivery.
- Segment audiences for personalized digital experiences.
- Measure campaign effectiveness through CTR, CPA, and ROAS.
- Understand how mobile-first strategies support marketing goals.
- Optimize landing pages to convert digital traffic.

Unit 4: Utilizing Traditional Media in Integrated Campaigns:

- Assess the value of print, TV, and radio in modern marketing.
- Develop direct mail campaigns that reinforce digital messaging.
- Craft consistent storytelling across billboards and print publications.
- Plan co-branded events and experiential marketing.
- Blend sponsorship strategies with digital exposure.
- Use audience data to determine traditional media placement.
- Design campaigns that bridge event marketing and digital follow-up.
- Track results using call tracking, coupon codes, and surveys.
- Leverage local media for community-based brand awareness.
- Apply cost-effective traditional media options for small businesses.
- Analyze traditional channel performance in integrated dashboards.
- Study marketing strategy and case studies highlighting the success of media integration.

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Unit 5: Measuring and Optimizing Integrated Campaigns:

- Monitor performance using analytics platforms like Google Analytics and HubSpot.
- Identify cross-channel attribution models to assess ROI accurately.
- Conduct A/B testing for subject lines, creatives, and CTAs.
- Interpret bounce rates, conversions, and engagement trends.
- Adjust email marketing strategy based on open and click-through rates.
- Apply insights to refine content marketing strategy effectiveness.
- Track social media KPIs and relate them to campaign goals.
- Set up dashboards for real-time campaign monitoring.
- Align reporting formats with executive-level insights.
- Utilize predictive analytics for forecasting campaign performance.
- Conduct campaign retrospectives to identify key success drivers.
- Develop plans for continuous improvement and innovation.

Final Insights & Key Takeaways:

This Integrated Marketing Strategy training course equips professionals with the tools to plan, implement, and measure effective multi-channel marketing strategies. Learners gain hands-on expertise in aligning traditional and digital channels into a cohesive, data-driven approach. It emphasizes long-term brand value, strategic agility, and measurable performance.

Participants are ready to lead integrated campaigns with confidence and strategic foresight upon completion. The Integrated Marketing Strategy course lays a strong foundation for those pursuing a marketing strategy professional certification or advanced leadership in strategic marketing management.