MERCURY

Digital Media Marketing Training Course

26 – 30 July 2027
Munich (Germany)



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Ref: 15475_1081314 **Date:** 26 – 30 July 2027 **Location:** Munich (Germany) **Fees:** 5600 Euro

Introduction:

Digital media marketing has emerged as a vital component for building brand reputation and shaping mental imagery in consumers' minds. Its modern nature, ability to echo through one-to-one praises, and potential for resonant media impact make it a powerful tool for global reach with content rich in text, live images, and direct engagement. Digital Media Marketing is evolving with emerging trends and technologies.

This Digital Media Marketing training course equips participants with the professional and technical expertise to fulfill the demands of a social media department. The role of a Digital Media Marketing Manager is ranked among the top ten fastest-growing jobs worldwide. Nearly every organization requires professionals or agencies to manage their social media presence and publish advertisements.

This Digital Media Marketing course strongly emphasizes job skills for handling various social media networks. It includes managing communication, marketing, public relations, content preparation, electronic campaigns, performance measurements, reporting, etc. Participants will be provided with industry-standard tools and business models.

Trends are important for any digital media marketing specialist looking to remain competitive. This Digital Media Marketing course will explore the latest digital media marketing solutions, trends, and technologies, such as AI, VR, personalization, etc. They will learn how to harness these cutting-edge tools in crafting a digital media marketing proposal that aligns with your organization's objectives and caters to ever-changing consumer behavior.

Targeted Groups:

- Digital media professionals.
- Marketing and public relations experts.
- Corporate communications department staff.
- Brand management specialists.
- Individuals aspiring to work in social media.
- Anyone seeking to enhance their skills and experiences in digital media marketing.

Target competencies:

Participants competencies in this Digital Media Marketing training program will:

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- Understanding social media roles.
- Creating a digital content management strategy.
- Designing and developing digital content.
- Techniques to foster engagement and grow a follower network.
- Managing customer relations through social media.

Course Objectives:

At the end of this Digital Media Marketing training course, participants will be able to:

- Draft a comprehensive plan for designing and managing an organization's digital content on social media platforms.
- Manage various social media accounts, schedule tasks, and establish usage guidelines.
- Optimize websites for better integration with social media channels to grow followership.
- Distribute media content effectively across various digital media marketing platforms and ensure cross-references.
- Engage in dialogue with followers to increase and broaden the network of interested parties and followers.
- Monitor the internet for mentions and discussions related to the organization's activities.
- Implement necessary metrics to evaluate campaign objectives and calculate return on investment.
- Refine, develop, and strategize new marketing approaches based on collected data.
- Become familiar with multiple sources of information and various digital media marketing tools.

Course Content:

Unit 1: Introduction to the Concept of Digital Media Marketing:

- Differentiating between digital media and electronic media.
- Comparing traditional journalism with digital journalism.

Unit 2: Characteristics of Digital Media Marketing:

- Exploring types of digital media marketing.
- Understanding the economic and regulatory frameworks relevant to digital media.
- Training in media editing for the digital landscape.
- Analyzing the role of information technology in enhancing media performance.
- The significance of digital media marketing in the contemporary era.

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Unit 3: Digital Media Marketing Tools:

- Managing customer service via social media platforms.
- Planning and executing social media marketing campaigns.
- Utilizing monitoring, tracking, and analytical tools to assess performance.
- Exploring domestic and international information networks and their opportunities and risks.
- Email communications and effective management strategies.

Unit 4: The Art of Designing and Preparing Media Materials:

- Preparing, designing, and managing digital content on social media.
- Constructing social media pages and developing operational schedules.
- Building and curating digital media content.
- Drafting a digital media marketing strategy.
- Designing pages for PR and media on the global information network.
- Leveraging modern media technology to communicate media messages effectively.
- Mastery in conducting public opinion polls and crafting media messages through email.
- Characteristics and importance of public opinion polling/media messaging.
- Public opinion poll/media message.

Unit 5: Monitoring the Impact of Media Messages:

- Techniques to enhance engagement and grow a follower base.
- Effective management of social media channels.
- Building PR and media contact databases.
- Utilizing social networks strategically.
- Reviewing global digital media marketing trends and analyzing prominent models.
- Engaging in practical and applied cases and workshops.

Conclusion:

As digital media marketing's importance grows, understanding and mastering its complexities becomes imperative. With its vast benefits, from increasing brand awareness to driving sales, professionals with the right knowledge and skills are in significant demand. This digital media marketing program offers training to excel as a digital media marketing specialist and drive successful marketing strategies in the dynamic landscape of digital media.