



## PR, MEDIA AND MARKETING

# **PR43** Creating Digital Strategy for PR and Marketing Professionals

In today's rapidly evolving business landscape, digital tools and strategies are indispensable for organisational growth and sustainability. The course is crafted to equip professionals with the essential skills and knowledge to navigate the digital realm effectively. Through a comprehensive exploration of digital trends, strategic analysis techniques, and hands-on workshops, participants will gain practical insights into developing and executing robust digital strategies that drive competitive advantage and foster customer engagement. By the course's conclusion, delegates will be empowered to spearhead digital initiatives with confidence, adaptability, and strategic acumen.

## Course Information

**Duration:** 5 days

**London (£4950):** 23rd February 2026, 11th May 2026, 6th July 2026, 24th August 2026, 19th October 2026, 7th December 2026

**Companies nominating 3 or more delegates to attend the same programme will enjoy a special discount on the course fees.**

Upon completion of one of our CPD certified courses, delegates will be awarded both an LMC certificate and a CPD certificate. No examination required.

## Who is the course suitable for?

This course is tailored for Digital Marketing Managers, Specialists, and professionals seeking to elevate their understanding and proficiency in digital strategy formulation and execution. It is ideal for individuals engaged in managing digital channels, crafting digital marketing campaigns, or those aspiring to delve deeper into the

digital landscape to enhance organisational performance and competitiveness.

## Course profile

### Strategic Analysis for Digital Transformation

- Assessing the external environment for digital opportunities.
- Evaluating internal resources and competencies.
- Aligning digital objectives with organisational vision and mission.
- Identifying digital megatrends and their impact on business practices.
- Mitigating risks associated with digital initiatives.

### Building the Digital Strategy

- Applying the R.A.C.E (Reach, Act, Convert, Engage) framework.
- Allocating budget and resources effectively.
- Targeting specific audiences to enhance conversion rates.
- Defining an online value proposition (OVP).
- Developing a Customer Relationship Management (CRM) system.

### Digital Communications

- Engaging with target audience through inbound and outbound strategies.
- Crafting cross-media plans and leveraging digital channel mix.
- Utilising social media platforms for effective communication.
- Implementing internal communication strategies for external impact.
- Developing a comprehensive Customer Relationship Management (CRM) system.

### Content Creation and Digital Advertising

- Implementing best practices in display and video advertising.
- Crafting compelling and timely content marketing strategies.
- Leveraging email marketing, affiliate marketing, and automation.
- Optimising content for search engines (SEO).
- Utilising Pay Per Click (PPC) advertising effectively.

### Strategic Review and Digital MROI

- Utilising Google Analytics for performance measurement.
- Analysing Digital MROI metrics.
- Creating management reports aligned with digital KPIs.
- Adapting strategies to rapid digital environment changes.
- Incorporating exponential technological advancements into digital strategy.

# Competencies

**At the end of this course, delegates will be able to:**

- Conduct strategic analysis for digital transformation.
- Build a robust digital strategy aligned with organisational objectives.
- Enhance digital communications and engagement strategies.
- Develop compelling content and deploy effective digital advertising techniques.
- Analyse digital performance metrics and measure Return on Investment (ROI).
- Adapt digital strategies to rapid technological advancements.
- Implement targeted marketing approaches to boost conversion rates.
- Utilise various digital platforms for internal and external communications effectively.

## Course Booking

Call us: +44 (0) 207 724 6007

Email us: [training@lmcuk.com](mailto:training@lmcuk.com)

[www.lmcuk.com](http://www.lmcuk.com)

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