PR, MEDIA AND MARKETING

ARTIFICIAL INTELLIGENCE

PR43 Creating Digital Strategy for PR and Marketing Professionals

In today's fast-evolving digital landscape, the intersection of public relations and digital marketing is more critical than ever. This comprehensive five-day course equips senior communications and marketing professionals with the strategic tools to lead successful digital transformation within their organisations. Participants will learn how to design, implement and manage impactful digital strategies that drive engagement, enhance reputation, and deliver measurable results. Combining the latest in digital thinking with real-world applications, this programme delves into strategy creation, content development, digital communication, AI integration, and performance measurement.

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, 24th May 2027, 19th July 2027, 13th September 2027, 1st November 2027, 20th December 2027, 27th March 2028

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 designed for senior PR and communications professionals, mid- to senior-level managers overseeing public relations functions, and digital marketing experts seeking to refine their strategic capabilities. It is also suitable for senior marketing professionals transitioning into PR-focused roles. Ideal participants work in government, public sector, or government-aligned industries such as oil and gas.

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Course profile

Strategic Analysis for Digital Transformation

- Aligning Digital PR objectives with the organisational vision and mission
- Assessing the external environment and integrating digital mega trends into strategy
- Understanding internal capabilities and resources
- Understanding the risks associated with digital initiative
- Managing a digital budget

Building the Digital Strategy

- Defining audience segments and digital user personas
- Setting digital PR and marketing objectives
- Choosing effective inbound and outbound strategies
- Building an online value proposition (OVP).
- Managing digital issues and crisis online

AI, Data, and Cybersecurity for PR and Marketing

- Using AI in PR and Marketing
- Enhancing campaigns with predictive data and analytics
- Creating dashboards – essential reporting
- Managing cybersecurity risk by improving the organisational culture

Content Creation and Digital Advertising

- Developing platform-specific content strategies
- Planning and delivering paid, earned, and owned media
- Implementing storytelling across digital formats
- Engaging audiences through interactive advertising and display campaigns
- Measuring your digital success

Ensuring a High-Quality Digital Experience

- Designing seamless user journeys across channels
- Developing a Customer Relationship Management (CRM) system.
- Incorporating UX/UI best practices
- Acting ethically by enhancing accessibility and inclusivity in digital content

Competencies

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

- Conduct strategic digital environment analyses using recognised frameworks
- Design and implement integrated digital strategies for PR and marketing
- Align digital campaigns with organisational and reputational objectives
- Create inclusive, high-performing digital user experiences
- Manage content creation and platform engagement across digital media
- Leverage AI and data tools to inform PR decisions and measure performance
- Understand and mitigate digital risks, including cybersecurity threats
- Evaluate and refine digital strategy using measurable KPIs and feedback

Course Booking

Call us: +44 (0) 207 724 6007

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www.lmcuk.com

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