



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Advanced Digital Marketing Online Program

Make the Most Out of Your Digital Marketing Channels

Six half-days starting April 12, 2021



Advanced Digital Marketing Online Program

Make the Most Out of Your Digital Marketing Channels

OVERVIEW

A lot of businesses already have presence online through their websites and social media; however, not all of them make the most out of their digital marketing channels. Are their websites optimized for search engines and user experience? Are they on the right social media platforms? Are they managing their online reputation correctly? Are they able to establish credibility in their industry through their digital marketing strategy?

In this course, you will be able to answer those questions for your business and more. You will learn how to make better use of your current digital channels and understand the analytics behind them. You will understand what makes a great Facebook ad and how to effectively use LinkedIn for B2B marketing. You will learn how best to communicate with your target audience as they go through their customer journeys using your business as your case study so you can easily apply what you've learned after the course.

PROGRAM OBJECTIVES

At the end of the course, participants will be able to:

- Understand how to effectively utilize their different marketing channels in the customer journey
- Set SMART Goals and KPIs for their different digital marketing channels
- Evaluate digital marketing KPIs and understand digital marketing analytics
- Understand online reputation management
- Understand how digital marketing and customer service should work together to improve the overall customer experience
- Improve your current digital marketing plan for your business

WHAT YOU WILL LEARN

- Digital marketing SMART Goals and KPIs
- Website design principles
- Make the most out of your online channels (search, content, email, social media, mobile) in the customer journey
- Online reputation management
- Recruitment marketing
- Digital marketing and customer service

KEY BENEFITS

- Be even more competitive in the digital world
- Understand how to set the right SMART Goals and KPIs for your digital marketing channels on different points of the customer journey
- Understand good website design
- Understand digital marketing analytics and how to use them to improve your campaign performance
- Optimize existing digital marketing channels

WHO SHOULD ATTEND

This program is a must for businesses who want to improve their current digital marketing strategy, including those from SMEs and corporate, whether in B2C or B2B companies.

PROGRAM SCHEDULE

April 12, 14, 16, 19, 21, 23, 2021
1:30 PM to 5:00 PM (GMT+08) on all dates

PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEE

PHP 30,000.00 or USD 600.00
*USD 1 = PHP 50.00

YOUR PROGRAM FACULTY



Stephanie B. Guerrero
Adjunct Faculty
Asian Institute of Management

To find out how you can participate, contact us at SEELL@aim.edu or visit <https://go.aim.edu/seellinquiries>

Download our latest program calendar at <https://go.aim.edu/seellprogramcalendar>



Learning Content

This shows the course coverage of the Advanced Digital Marketing Online Program and it aims to simulate how the course will run in 6 days.





Your Program Faculty



Stephanie B. Guerrero
Adjunct Faculty
Asian Institute of Management

Stephanie Balois Guerrero has over 15 years' experience in marketing and sales. She has experience in digital marketing, brand development, brand building, customer marketing and operations, not only in the Philippines but in South East Asia and the US as well. She has worked in established organizations such as Unilever, Citibank, AXA and Warner Bros, and in start-up environments such as Uber. Her exposure to different industries, such as food and beverage, fast moving consumer goods, financial services, banking, entertainment, and tech, make her a great resource for different types of businesses. Prior to teaching, she was Marketing Director for Tim Hortons Philippines. She is passionate about the consumer and is an advocate of digital marketing.

Stephanie has a degree in Industrial Engineering from the University of the Philippines and an MBA from Harvard Business School.

