

目标与内容 Objectives and Content

This training bring the necessary skills to design, build, manage and measure effective online and digital campaigns weaving together the core skills of digital marketing, social media, online PR, paid and organic search and measurement programmes.

In addition to an in depth knowledge of Digital Marketing, we will review in details the Chinese digital players which are all different from the rest of the world.

参加对象 Target Group

This training session targets any brands or merchants which need to understand Digital Marketing or get more out of their Digital channels

大纲 Outline

Digital Marketing & Markets Insights

- Internet usage in China and the rest of the world
- What is Digital marketing ?
- What Digital Marketing means for your brand or your company ?
- Who are the main players in China and the Rest of the World ?

Content marketing

- How a search engine works ?
- Analytics : What to measure and how ?
- A focus on Google Analytics
- What is SEO and why it is not enough anymore ?
- What is Content Marketing and how it works ?
- How to build a Content marketing Strategy ?
- Let's have a look at search and content marketing strategy for Baidu
- Let's have a look at search and content marketing strategy for Tmall/Taobao
- Let's have a look at search and content marketing strategy for Google

Social Marketing

- Traditional media VS Social Media ?
- Review of the main players in China and the rest of the world
- Key Opinion Leaders : Who are they ? How to find and use them ?
- How to integrate Social Marketing in a global Digital Marketing plan ?
- Social Listening : Why and How to use it ?
- Focus on Weibo
- Focus on WeChat
- Social Campaign : The best campaigns review

Online Advertising

- The main players in China and the rest of the world
- How online advertising works ? What to buy (PPC/CPM/CPS/etc) ? How to buy it ? How to target it ?
- Focus on Tmall Advertising
- Focus on Baidu Advertising
- Focus on WeChat Advertising
- A brief review on Google Adwords & Facebook ad

Budgeting

- Traffic costs efforts and money
- How to draft a "realistic" digital marketing full plan and budget ?
- KPIs : How to define the right Key Performance Indicators and measure success or failure ?
- What are the digital marketing trends ?

培训顾问: Cyril Drouin

日期: 2017年7月19日(9:00 - 18:00)

会员: 2900元; 非会员 3500元

价格包括会务, 资料费, 午餐费。

语言: 英文

Trainer: Cyril Drouin

Schedule: Jul. 19, 2017 (9am - 6am)

Price: Member 2900 RMB Non-member 3500 RMB

Fee includes lectures, course materials and lunch.

Language: English