Irish Hotels Federation

Skillnet

DIPLOMA IN DIGITAL MARKETING

LIVE, INTERACTIVE, ONLINE

DELIVERED OVER 12 WEEKS

IRISH TIMES TRAINING

WWW.IRISHTIMESTRAINING.COM

“The course provided me with an update to my marketing degree and helped me to understand the various facets of digital marketing.

I really enjoyed the variety of lecturers. It was great to get training from those who are experts in their various fields, providing for a completely different lecture, perspective and content each week.”

COURSE OVERVIEW

The Diploma in Digital Marketing is designed to give you a greater understanding of online marketing and practical knowledge of digital tools. It will equip you with up-to-date techniques and tools that can be used immediately.

On completion, you will have a solid grounding in this field and be in a position to develop a comprehensive digital marketing strategy and implementation plan as well as manage campaigns for your company.

Working with our trainers and supported by industry insights from the IHF Skillnet, the programme has been tailored specifically for marketing practitioners within the hospitality sector.

Virtual Delivery

The Diploma in Digital Marketing is currently delivered as an online programme with live tuition over video call and an emphasis on practical application to maximise your learning experience. You will be able to engage with the trainer in real time, collaborate with your classmates and access the resources after the training sessions. Our mode of delivery gives you direct access to our lecturers who are experts in their respective fields. Not only that, our lecturers are best placed to learn about new trends and technologies as they happen, meaning that you get the most up-to-date training and knowledge available.

MODULE OVERVIEW

1. Creating a Digital Marketing Strategy
Develop a planned digital marketing strategy using the SOSTAC method based on digital research.

2. Developing an Effective Website
Put together an informed website brief and understand the process behind planning, designing, developing and launching an effective website.

3. Search Engine Optimisation (SEO)
Evaluate your current performance, understand the principles of on-page and off-page SEO & key steps to ensuring your website is found online.

4. Creating a High-Impact Content Marketing Strategy
Understand how to adopt a voice & tone for your brand to create compelling content for your target audience & use that content to drive ROI.

5. Google Ads & Search Engine Marketing
Learn how to plan, execute & measure paid search campaigns using Google Ads.

6. Conversion and Revenue Generation
Learn about the role of the hotel website and booking engine in the distribution mix & how conversion rate is the key performance metric.

7. Email Marketing & Lead Generation
Design, build, deliver & measure email marketing campaigns that attract, convert, close and delight customers.

8 & 9. Social Media Marketing
Plan, create & implement a social media strategy using both organic & paid methods on Facebook, LinkedIn, Twitter, Instagram, Pinterest & Snapchat.

10. Creating Live Action Marketing Videos
Learn how to plan, produce and edit videos for your business to achieve maximum return for your organisation.

11. Data-Driven Marketing & Website Analytics
Make informed changes to your website or marketing activities based on real data from Google Analytics & build a strategy that will lead to growth.

12. Creating an Integrated Digital Marketing Plan
In this module, you will draw content from the 11 modules completed so far and draft a digital marketing plan which is integrated with your organisation's overall marketing strategy.

COURSE SCHEDULE

The programme will be delivered online, via live Zoom, over 12 weeks, every Wednesday morning (9:30am to 12:30pm) on the following dates:

Creating a Digital Marketing Strategy	**27th September 2023**
Developing an Effective Website	**4th October 2023**
Creating a High-Impact Content Marketing Strategy	**11th October 2023**
Search Engine Optimisation (SEO)	**18th October 2023**
Social Media Marketing 1	**25th October 2023**
Social Media Marketing 2	**1st November 2023**
Google Ads & Search Engine Marketing	**8th November 2023**
Creating Live Action Marketing Videos	**15th November 2023**
Email Marketing & Lead Generation	**22nd November 2023**
Conversion and Revenue Generation	**29th November 2023**
Data-Driven Marketing & Website Analytics	**6th December 2023**
Creating an Integrated Digital Marketing Plan	**13th December 2023**

MODULE 1

CREATING A DIGITAL MARKETING STRATEGY

Creating a good digital marketing strategy which is integrated into your overall marketing plan is the first step in ensuring your digital marketing plan supports your business objectives. In this module you will learn the principals of creating a good digital marketing strategy including how to;

- Define your ideal business objectives
- Clarify your target audience
- Research your audience needs
- Identify & understand the competitive landscape
- Clarify their online habits or behaviour
- Design tactics to respond to those habits
- Maximise existing marketing material
- Ensure your website and internal team can respond

CONTENT

- Key Components of Strategy
- Owned, Earned & Paid Media Tactics
- Evaluating Tactics
- Developing Systems, Processes, Guidelines & Checklists to Support Actions
- Internal marketing
- Measuring KPIs
- Managing resources, budget & timescale
- SOSTAC Marketing Model
- SWOT Analysis
- Customer Analysis & Developing a Persona
- Competitor Analysis Strategy & Tools
- Setting Objectives using Mission, Vision, KPIs and 5Ss
- Identifying Goals
- Developing Your Online Value Proposition (OVP)

MODULE 2

CREATING A HIGH-IMPACT CONTENT MARKETING STRATEGY

In this module, you will gain a better understanding of content marketing and learn how to set clear goals for the content you create. You will also gain a better understanding of your target audience; how to identify them, how to write appropriate content for them and how best to reach them. Topics include:

- Content Marketing vs Inbound Marketing vs Social Media Marketing
- Goal Setting
- Understanding Your Story
- Understanding Your Audience
- Setting Your Voice and Tone
- Choosing Your Channels
- Blogging Masterclass

CONTENT

- Building Trust Through Content
- The Four Stages of Inbound Marketing: Attract, Convert, Close & Delight
- Setting SMART Goals for Your Content Strategy
- Writing a Mission Statement to define the key pillars of your content marketing strategy
- Creating a Customer Persona
- Setting Your Voice & Tone: Character, Tone, Language, Context & Purposes
- Choosing Your Channels
- Creating a Compelling Content Marketing Blog
- Idea Generation & Storytelling
- Writing Content for Emails, landing pages, calls to action & forms

MODULE 3

DEVELOPING AN EFFECTIVE WEBSITE

In this module you will learn about web solutions and technologies and gain a better understanding of how they work, and how they can work for your business. You will then move on to how you can create a good user experience by understanding and optimising the user journey, and finally, how to communicate with your web developers to put a brief together and understand the process behind developing a website.

On completion, you will:

1. Have developed an understanding of the space by taking a peek under the bonnet at how the internet works.
2. Appreciate the journey and know how to create a great user experience (UX).
3. Understand how to put it all together, build a brief and communicate with your web developers.

CONTENT

- Domain Names
- Roles in the Domain Name Registration Process: Registry, Registrar & Registrant
- Web Hosting Solutions
- Site Security
  - HTTPS, SSL & TLS
- Content Management Systems
  - All-in-one Packages (Wix)
  - Web Applications (WordPress)
- Understanding Web Servers and Where You Fit In
- UX and Your Visitors
- Usability
- Accessibility
  - Accessibility Awareness
- The Web Development Process
  - Planning the Project
  - Designing: Wireframes & Virtual Design
  - Developing: Design & Content
  - Testing
  - Launching & Maintaining

MODULE 4

GOOGLE ADS & SEARCH ENGINE MARKETING

Paid search can increase your site's visibility on search engines, traffic to your website, and ultimately grow leads and/or sales. People who see your paid search ads are those already searching for your product or service. They are most likely doing so because it is something they may wish to purchase or engage with in the near future. Since paid search ads target specific search queries at the point of the search, you can be sure that anyone who clicks on your ad is not arbitrarily surfing the web, but rather, has intent to research or buy your product or service. In this module you will learn how to plan, execute & measure paid search campaigns using Google Ads – the main platform for paid search advertising.

On completion, you will understand:

1. Where Google Ads sits in the marketing mix and what it can do for your business
2. The fundamentals of keyword bidding, targeting and good ad copy
3. How to effectively build, manage and optimise search ad campaigns.

CONTENT

- About Paid Search and the Google Ads Platform
- Paid search vs. organic search (PPC vs. SEO)
- How ads get listed on Google: Ad Rank & Quality Score
- Planning for your Google Ads campaigns
- Carrying out keyword research
- Creating engaging ad copy
- Using ad extensions
- Optimising your landing page
- Measuring campaign performance
- Other search engines (Bing, Yahoo, etc.)
- Google Ads campaign; build live demo – creating a basic campaign together in class

MODULE 5

CONVERSION AND REVENUE GENERATION

This module focuses on the fundamental role that the hotel website and booking engine play in the distribution mix and how conversion rate is the key metric for measuring performance. Exploring the direct relationship between conversion and hotel profitability, you will learn:

- the science of conversion rate optimisation
- the key factors that improve conversion
- the tools available to test, measure and monitor
- how to introduce a process for continual improvement.

Using case study examples, you will also explore how improvements in conversion will increase return on investment from marketing campaigns and increase marketing budget available; unlocking exponential growth.

CONTENT

- Overview of Conversion Rate Optimisation (CRO); what is Conversion Rate, the Revenue Formula, CRO v's Traffic Growth, competing with OTA's, the Sales Funnel
- Consumer behaviour in the digital era; the customer journey, website behaviour and booking experience, designing for conversion, using the 6 principles of persuasion
- Paths to conversion and analysing the funnel
- The CRO process
- Experimentation & A/B testing
- Shopping Cart Abandonment & Retargeting; reducing abandonment rate and types of remarketing
- Data Interpretation; the value of data, making your metrics matter, useful tools for web usability and conversion

MODULE 6

SEARCH ENGINE OPTIMISATION (SEO)

Search Engine Optimisation (SEO) is focused on growing your website's visibility in organic search engine results. It combines both technical and creative elements required to improve rankings, drive quality traffic and increase your website's awareness in search engines. There are many parts to SEO, from the words and phrases used on your page to the way other sites link to you on the web. Sometimes, SEO is simply ensuring that your website is structured in a way that is easy for search engines to understand. Topics include;

- Understanding Search Engines
- Usability Impact on SEO
- On-page SEO
- Off-page SEO
- Copy Optimisation
- Measurement

CONTENT

- Planning Your SEO Strategy
- Google Search Algorithms & Ranking Factors
- Search Engine Results Pages (SERP's)
- Your Local Listing
- Rich Snippets & Cards
- Dwell Time, Website Structure & Page Content
- Using the Google Search Console
- XML & HTML Sitemaps
- Site Speed Assessment
- Structured Data Markup & Using Google's Data Highlighter
- Internationalisation & Local SEO
- Link-building
- Copy Optimisation & Using Keywords

MODULE 7

EMAIL MARKETING & LEAD GENERATION

In this module you will learn why email marketing is central to the marketing mix. While email marketing is not new, it remains one of the most effective channels a company has for reaching its audience. This module will guide you in how to design, build, deliver & measure email marketing campaigns to ensure you get the best possible return. You will also consider best practices for building a quality database & generating good leads. You will learn how email marketing fits into your marketing plan and how you can develop an effective email marketing strategy for your business.

- Why Use Email Marketing?
- Building a Quality Database & GDPR
- Creating Good Email Content
- Sending Your Email
- Tracking Email Performance
- Generating Inbound Leads
- Nurturing Leads Through Email
- Using Automation & Sequencing for High Return

CONTENT

- Gathering customer data & using "hooks"
- Segmenting your data
- Data Protection best practice (GDPR considerations)
- The "CRITICAL" elements of email marketing
- Writing great subject lines to boost your open rate
- Personalisation; the 3 ways to personalise an email campaign
- Recommended email service providers & choosing which is right for you
- Understanding email marketing KPI's, link tracking and split testing
- Creating an inbound lead generation programme
- Email automation, sequencing and lead nurturing

MODULES 8 & 9

SOCIAL MEDIA MARKETING

In 2021, the number of people using social media worldwide increased to 4.48 billion. That's a huge number of people who can be reached on these platforms!

In these two modules, you will learn how to develop and implement a social media strategy that is suited to your brand proposition and target customer. You will look at Facebook, Instagram, Twitter, LinkedIn, & TikTok, and learn which platform or platforms are best suited to your business.

Topics will include case studies of Irish and global businesses effectively using social media to build customer communities and successfully manage their online brands, best-practice for social media publishing, measuring performance and how to handle negative commentary on social media.

You will develop an understanding of:

1. The importance of creating varied, quality content for the various platforms.
2. The key differences of each platform, and how this will impact your audiences and messages on the different platforms.
3. The power of the targeting features available, and best practices for creating advertising campaigns to maximise your investment.

CONTENT

- The Social Media Landscape
- Defining Social Media Marketing objectives
- Using Facebook, Twitter, Instagram, LinkedIn & TikTok for business
- Publishing best practices & the importance of storytelling
- Video content & livestreaming
- Dealing with negative commentary
- Social media management tools
- Creating a publishing plan
- Implementing paid social media advertising campaigns on Facebook, Instagram & LinkedIn
- Creating a social media marketing strategy

MODULE 10

CREATING LIVE ACTION MARKETING VIDEOS

Videos are fun to watch and easy for viewers to consume, as they now experience most of their content "on the run". As a result, videos have higher levels of engagement than static content and can greatly increase organic traffic. Video can also have a big impact on the purchase decision process with more and more people using videos to learn about your products or services. Creating high-quality videos in-house is very achievable - as long as you follow important yet simple lighting, framing, sound capturing and editing rules.

In this module, you will look at the impact of successful video marketing campaigns and learn how to plan, produce and edit videos to achieve maximum return for your business. You will learn how to tailor each video you create for your specific target audience to ensure that each video is concise, relevant and has a clear tone and style.

CONTENT

- Types of Video: Hero, Hub, Hygiene
- Developing your content strategy
- Identifying the purpose of your video & choosing your style accordingly
- Planning and building your video
- Targeting, profiling your ideal customer and identifying their emotional needs
- Authenticity & capturing attention
- Scripting your video
- Using different types of shot; framing & cutaways
- Analysing what makes an effective video
- Tips for shooting and editing
- Recommended equipment
- Video editing tools & apps recommended

MODULE 11

DATA-DRIVEN MARKETING & WEBSITE ANALYTICS

Website analytics will provide you with invaluable data about your website visitors usage characteristics & behaviour, as well as allowing you to measure the results of your digital marketing efforts. This information will help you to make informed changes to your website and/or marketing activities based on actual data and to build a strategy that will lead to growth. You will learn how to set up and use Google Analytics (GA) and will gain an understanding of the key terms & metrics, and the common reports used in GA.

On completion of this module, you will:

1. Understand how to navigate GA and find insights in the common reports
2. Know how to reveal who your site visitors are and what they want
3. Have a better understanding of how to calculate the value of your digital marketing efforts

CONTENT

- What is website analytics and the Google Analytics (GA) platform
- Understanding key metrics and terminology in GA
- Using the publicly accessible GA demo account
- Key reports; Real-time, Audience, Acquisition, Behaviour & Conversions
- Understanding your website audience demographics
- Assessing the performance of your digital marketing activities
- Analysing user behaviour on your website
- Setting up GA tracking: Goals and e-commerce conversions
- Setting up an audience list & using audience segmentation
- Basic site speed analysis
- Linking Google Analytics and Google Ads

MODULE 12

CREATING AN INTEGRATED DIGITAL MARKETING PLAN

During this module, you will combine all your learning's from the previous 11 modules to create and plan an integrated digital campaign for your organisation as part of your overall marketing plan. You will also learn how to manage your budget and maximise your ROI.

On completion of this module you will have everything you need from templates to tools to create an integrated digital marketing campaign so that when you return to your office you are equipped with everything you need.

Using the **SOSTAC** framework, You will be able to analyse the **S**ituation and determine the best course of action for your business, draw up realistic **O**bjectives, develop sensible **S**trategies, use appropriate **T**actics, execute tactics with **A**ction plans and **C**ontrol, monitor report and adjust

CONTENT

- Using the SOSTAC framework
- Analysing where you are now & assessing your competitive position
- Carrying out a digital audit of your company & main competitors
- Defining clear business objectives & digital goals
- Mapping customer personas to relevant digital channels
- Evaluating digital tactics
- Creating a targeted content plan per channel & defining content pillars
- Assigning and tracking relevant KPI's
- Planning your budget

QQI ACCREDITATION

If you wish to obtain the QQI (formerly FETAC) Digital Marketing Level 5 Minor Award (5N1364), you are required to complete a collection of work (5 practical assignments) during the course, in addition to a Digital Marketing plan (due 6 weeks after the completion of the course).

Minimum attendance requirement is 10 modules. QQI Accreditation Fee of €50 applicable.

The QQI Award is a Minor Award and is positioned at Level 5 on the National Framework of Qualifications (NFQ), the framework for the development, recognition and award of qualifications in Ireland.

QQI AWARD

VIRTUAL LEARNING WITH IRISH TIMES TRAINING

HOW DOES IT WORK?

You may be coming to online learning for the first time, and feel nervous or worried that it might be unfamiliar and difficult. Well, you can relax! So long as you have a computer and are able to connect to the internet, ideally with a webcam (although this is not essential) then you're all set!

We use video platforms to deliver our virtual sessions, and each class is secured with password access so only the registered participants can join. All the course materials are made available for you to follow along on-screen, and then join in with the collaboration sessions and activities.

It's all very easy, accessible and fun – so do come in and join us as we embrace this modern and innovative way of working together.

FEATURES OF OUR ONLINE DIPLOMA IN DIGITAL MARKETING:

- Specifically tailored to maximise your online learning experience
- Each module is delivered as a live class by experienced trainer
- Delivered in real time, allowing you to engage with the trainer and your online classmates
- Guided presentation shared by the trainer on screen
- Access to notes and materials after the online sessions

ABOUT IRISH TIMES TRAINING

Irish Times Training (ITT) has been in the professional development and education business for over 40 years. As a subsidiary of The Irish Times, we work with a broad range of people and organisations to deliver the highest quality Business, Management, Digital Marketing and Personal Development programmes.

Our objective is to ensure that you leave ITT with the knowledge, skills and confidence to progress your career and have a solid foundation on which to build and continue to grow your potential.

At ITT, we pride ourselves on keeping ourselves "a step ahead". We do this by working with our panel of digital marketing experts to regularly update course content and ensure that you are getting real-time feedback on what is happening in industry. Providing up-to-date case studies and presenting new technologies are key features of our classroom-based courses.

Your studies will be thought provoking, challenging, interesting and exciting. We are committed to supporting you in an active and immersive learning environment that encourages you to implement what you learn in the classroom and to engage with both expert trainers and other students.

IRISH TIMES TRAINING

TRUSTED, CURRENT, EXPERT

The course is subsidised with IHF Skillnet funding:

Member: €475pp

Non-Member: €595 pp

ANY QUESTIONS?

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