

# THE DIGITAL MARKETING RECAP

REFRESH YOUR SKILLS



IRISH TIMES  
TRAINING



LIVE  
INTERACTIVE  
ONLINE

[WWW.IRISHTIMESTRAINING.COM](http://WWW.IRISHTIMESTRAINING.COM)

# YOUR DIGITAL MARKETING REFRESH

Designed for IHF Skillnet, and specifically for those who previously completed the IHF Skillnet Digital Marketing programme with Irish Times Training, this programme offers a recap across a number of the key areas within Digital Marketing.



Module 1 will introduce participants to the latest changes and updates across the main social media platforms, with particular focus on TikTok and Instagram, before moving to a refresher module on the importance of keeping up to date with your SEO.



Module 3 will look at online display advertising, introducing some new content for participants and helping them gain a better understanding of how they can reach their audiences with relevant and targeted ad campaigns. Finally, Module 4, on Google Analytics, focuses on the key changes that have taken place in recent years, as well as some upcoming changes such as GA4.



## PROGRAMME SCHEDULE

<b>MODULE 1</b>	<b>Social Media Marketing</b>	5th Oct 2023
<b>MODULE 2</b>	<b>SEO</b>	12th Oct 2023
<b>MODULE 3</b>	<b>Online Display Advertising</b>	19th Oct 2023
<b>MODULE 4</b>	<b>Understanding Google Analytics</b>	26th Oct 2023

Each module is 3 hours in duration, and is delivered online via live Zoom, from 9:30am to 12:30pm.

# SOCIAL MEDIA MARKETING

1 HALF DAY



Designed for those who have already attended the Social Media Marketing modules on the IHF Skillnet Diploma in Digital Marketing programme, this module will focus on familiarising participants with the latest updates and key changes across the social media platforms, particularly Instagram and TikTok. Those attending will already have a prior understanding of the main platforms, as well as content publishing and ad campaign creation.

This module will seek to help participants to develop an improved knowledge of the strengths and capabilities of the main social media platforms for the hospitality industry, to maximise the impact of their social media activity.

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## CONTENT

- Instagram; 2023's latest updates, what's working and what's not - and best practices for publishing and advertising
- TikTok 2023 - why it has become so important for hospitality, and the best practices for publishing and advertising
- The latest updates in Facebook, LinkedIn, and Twitter
- Advertising - Intermediate level



# SEARCH ENGINE OPTIMISATION (SEO)



## 1 HALF DAY

Module 2 will recap on the essentials of SEO and the key elements to be aware of, before looking at new and upcoming changes to SEO.

Participants will learn how to use SEO effectively to improve search engine rankings, drive quality traffic, and increase their website's awareness in search engines.

The module will also look at the latest trends and technologies that may affect SEO including, ChatGPT, AI, and Google BARD.

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## CONTENT

- What's new in SEO? Plans and predictions for the future of SEO
- An overview of the 4 key SEO elements: on-page, off-page, technical and local SEO
- Social Media SEO – what it is, how to implement, and why it is important for your business
- ChatGPT & Google BARD - how AI is changing, and will change, SEO
- Q & A - 20mins to cover any questions participants have relating to their own SEO

# ONLINE DISPLAY ADVERTISING



## 1 HALF DAY

This module for IHF Skillnet will help participants to gain a better understanding of how to use online advertising effectively.

Online display advertising conveys your business message visually using text, logos, animations, videos, images, etc. or a combination of these to create ads that appear on third party websites or social media platforms. Unlike traditional offline advertising, online display advertising allows you to reach relevant defined audiences with a creative message, provide an instant call-to-action and is crucially measurable!

## CONTENT

- What is Display Advertising?
- Intro to the Google Display Network (GDN)
- GDN Ad Types & Main Ad Unit Specs
- Display Targeting Options
- Display Ads Pricing
- Display Demo
- Display Remarketing



# UNDERSTANDING GOOGLE ANALYTICS



**1 HALF DAY**

Google Analytics is scheduled to see significant changes in the coming months, as the platform will change to GA4 from July 2023. As this rolls out, marketers will need to have the latest knowledge and insights so they don't miss a beat in their business performance.

This module will help participants become more prepared so that they can stay up-to-date with the platform as it transitions over to GA4, and re-familiarise themselves with the key features, learn how to navigate reports, and understand the terminology.

## CONTENT

- What is Google Analytics 4 (GA4)?
- How to Setup GA4
- Linking Google Analytics & Google Ads
- Key reports: Real-time, Acquisition, Engagement, Monetisation, Retention, User Demographics
- Understanding key metrics and terminology in GA4
- Intro to Page Speed Insights Tool
- Intro to Setting Up Events & Conversions



# 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 PROGRAMMES:

- 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.



A grayscale photograph of a person's hands writing on a notepad. The hands are positioned in the lower right quadrant of the image, with the right hand holding a pen and writing on a piece of paper. The background is dark and out of focus.

## IRISH TIMES TRAINING

TRUSTED, CURRENT, EXPERT

# ANY QUESTIONS?

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