

KOENIG SOLUTIONS • COURSE OUTLINE

Digital Brand Strategy: SEO, Social & PPC

Learn to build digital brand strategies spanning audience personas, content, social media, SEO, PPC and analytics.

2 Days

DURATION

10

MODULES

40

TOPICS

6

HANDS-ON ACTIVITIES

COURSE OVERVIEW

This course covers digital brand marketing fundamentals, including target audience definition, buyer personas and customer journey mapping. It then addresses content marketing and brand storytelling, social media strategy, search engine optimisation, and paid advertising through PPC and SEM. Later modules cover data analytics and performance tracking, email marketing and automation, and combining these channels into an integrated, multi-channel campaign. The course closes with a look at emerging trends shaping the future of digital marketing.

WHO THIS COURSE IS FOR

Marketing professionals, brand managers, and digital strategists looking to elevate their brand's digital presence and marketing effectiveness

LEARNING OBJECTIVES

- Understand the core principles of digital brand strategy
- Develop a customer-centric approach to digital marketing
- Learn how to leverage social media, SEO, and content marketing for brand visibility
- Analyze data and metrics to optimize digital marketing efforts
- Design and implement digital campaigns that drive brand engagement and conversions

10 Modules, 40 Topics

DAY 1 Foundations of Digital Brand Strategy

01

Introduction to Digital Brand Marketing

TOPICS

- The role of digital in modern brand marketing strategies
- Shifts in consumer behavior and digital media consumption
- **Key digital channels:** SEO, social media, content marketing, email marketing, and paid advertising
- Aligning digital strategy with overall business goals and brand positioning

02

Defining Your Target Audience and Personas

TOPICS

- Identifying and segmenting your target audience
- Building detailed buyer personas for digital campaigns
- Customer journey mapping to align touchpoints with audience needs
- **Case study:** Analyzing successful digital brand campaigns based on audience insights

03

Content Marketing and Brand Storytelling

TOPICS

- Importance of content marketing in building a strong digital brand
- Crafting compelling brand stories that resonate with your audience
- **Content planning:** blogs, videos, podcasts, infographics, and social media posts
- Content distribution channels and formats to maximize reach and engagement

04**Activity**

Social Media Strategy for Brand Engagement

TOPICS

- Selecting the right social media platforms based on your target audience
- Creating a social media content calendar and maintaining brand consistency
- Paid vs. organic social media marketing.
- **Measuring success on social platforms:** Key metrics (engagement, impressions, reach)

05**Activity**

Search Engine Optimization (SEO) for Brand Visibility

TOPICS

- **Introduction to SEO:** Key components (on-page, off-page, and technical SEO)
- How SEO helps brands increase visibility and attract organic traffic
- Keyword research tools and techniques
- Creating SEO-optimized content that aligns with your brand's voice and message

DAY 2

Advanced Digital Strategy and Campaign Execution

06**Activity**

Paid Advertising (PPC) and Search Engine Marketing (SEM)

TOPICS

- Overview of PPC (Pay-Per-Click) and SEM (Search Engine Marketing)
- **Crafting effective ad campaigns:** Google Ads, display ads, and social media ads
- Setting up ad targeting, bidding strategies, and budgets for maximum ROI
- Key metrics for measuring PPC success (click-through rate, cost-per-click, conversion rate)

07**Activity**

Data Analytics and Performance Tracking

TOPICS

- Using digital marketing analytics tools (Google Analytics, social media insights)
- Key performance indicators (KPIs) for measuring digital strategy success
- Interpreting data to optimize ongoing campaigns and refine strategies
- Setting up A/B tests to improve campaign performance

08

Activity

Email Marketing and Automation

TOPICS

- The role of email marketing in building customer relationships and nurturing leads
- **Designing effective email campaigns:** Personalization, segmentation, and automation
- Key metrics for email marketing success (open rates, click-through rates, conversions)
- Tools for building and automating email workflows

09

Activity

Building an Integrated Digital Marketing Campaign

TOPICS

- Combining all digital channels (SEO, social, email, content, PPC) into a cohesive strategy
- **Cross-channel marketing:** How each platform complements the other in a unified campaign
- Budgeting and resource allocation for an integrated digital marketing plan
- Building timelines and execution plans for multi-channel campaigns

10

The Future of Digital Marketing

TOPICS

- **Trends shaping the future of digital marketing:** AI, machine learning, and voice search
- Personalization and hyper-targeting in digital campaigns
- Adapting to new consumer behaviors and emerging platforms
- How to stay ahead in the ever-evolving digital marketing landscape

HANDS-ON ACTIVITIES

Practise What You Learn

#	MODULE	ACTIVITY
04	Social Media Strategy for Brand Engagement	Social media strategy workshop—participants develop platform-specific campaigns for their brand
05	Search Engine Optimization (SEO) for Brand Visibility	Hands-on exercise using SEO tools to optimize web content for brand relevance and search rankings
06	Paid Advertising (PPC) and Search Engine Marketing (SEM)	Creating a mock PPC campaign, setting targeting parameters, and optimizing for conversions

#	MODULE	ACTIVITY
07	Data Analytics and Performance Tracking	Case study on analyzing a digital marketing campaign's metrics and identifying areas for improvement
08	Email Marketing and Automation	Workshop on designing an email marketing funnel to engage and convert subscribers
09	Building an Integrated Digital Marketing Campaign	Group project—participants develop a comprehensive, multi-channel digital marketing campaign, presenting their strategy for brand promotion

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training

Live Online Classes (ILO)

Fly-Me-A-Trainer (FMAT)

Flexi (Self-Paced)

1-on-1 Training

Ready to Get Started?

Talk to a learning advisor about schedules, group training and customised delivery.

Visit koenig-solutions.com

✉ info@koenig-solutions.com