

# Digital Marketing for Tourism

9<sup>th</sup>-10<sup>th</sup> February 2016  
9.00am-5.00pm  
Royal Orchid Azure

## Introduction

This course is meant for professionals already actively practising digital marketing or students who have already covered basics of digital marketing and thus have a basic understanding. The program seeks to equip the learners with solid skills in interpretation of client/organization's problems and translating this into solid executable strategies that are result based. It specifically focuses on interpreting briefs into strategies and setting measurable goals, setting up an execution plan, analysis of data, presenting & interpretation of the data to clients and/or superiors. It also tackles various ways of measuring and reporting ROI from digital marketing efforts.

## The approach

The course will take a data-backed approach with numerous examples of several problems, how to tackle them, how to budget and optimize performance of various budget units, how best to measure and report. The facilitators will field actual problems with budgets for learners to tackle and guide them in the various steps in coming up with a solid plan and seeing it up to the reporting level. The learners will also learn how to work backwards starting with expected outcomes and building towards delivering those outcomes and calculating the ROI with proper justifications.

## Outcomes

- 1) Develop digital strategies and execution plans
- 2) Email marketing monitoring, analysis and reporting

2) Social media listening, monitoring, analysis and reporting

3) Web traffic monitoring, analysis and reporting. Also includes interpretation of web traffic statistics to ascertain value for cost of banners, sponsored blog posts and co-created content; How to get the highest returns out of sponsored web content and verification and attribution of web traffic for sponsored content.

4) Measuring digital campaign ROI

5) Data presentation and interpretation.

## Topics

- 1) Strategy Building and Execution
- 2) Monitoring & Analysis
- 3) Report writing – Data presentation formats & interpretation
- 4) Social media ROI – Measurement and Justification

## Format

Workshop style (individual, in pairs, in teams), brief explanations, worksheets, access to social media big data for hands on analysis and interpretation.

## Participants

Digital media practitioners from agencies, Marketing Heads, Digital Strategists and holders of certification for basic digital media training.

*Click here to read more on the Trainer, Jack Mugi*

Click [Here](#) to register

Association of Practitioners in Advertising

