

# How to Create Your Digital Marketing Strategy

## Introduction

Having a fit-for-purpose approach to Digital Marketing is vital for SMEs who are looking to grow, promote their work, and achieve all manner of business aims. A strategic approach to your marketing will enable you to plan for the long-term, target your audience with relevant content that sticks, and maximise your resources and market opportunities. A well-planned strategy allows you to meet your goals and optimise future campaigns.

This practical session will help businesses create and document their digital marketing strategy if beginning from scratch, or to review, update and enhance their digital marketing strategy if already fully or partially developed. This support comprises:

- A 1-day workshop
- 3 x 1-hour monthly sessions to review progress and refine your strategy with a Digital Marketing consultant.

## Who is it for?

This workshop is designed for marketing executives looking to develop and enhance their strategy, or for non-marketing specific staff who are looking to define a strategy to guide their future Digital Marketing Development. As part of the workshop and consultancy you will be grouped with other SMEs and peers who are from a similar sector, are a similar size, or at a similar stage of their Digital Marketing Strategy development to you.

## What will I get out of it?

- Learn the purpose and fundamentals of a Digital Marketing Strategy
- Identify what areas of strategy are most important for your business
- Tools & templates to guide you through the workshop into the workplace
- Identify how to manage & resource your strategy outputs
- Set goals to inform your strategy direction and define how you measure success

## Workshop structure

### Morning

- Situation analysis
- What are your objectives?
- How to focus on your target audience?
- The digital marketing strategies

### Afternoon

- Which channels to focus on?
- What resources do you need?
- How will you measure success?
- Action plan

## Your commitment

By registering for this support, you are committing to attending the initial 1-day Digital Marketing workshop, and to the 3 follow up sessions with the Digital Marketing Consultant.

You may be required to provide evidence of your Digital Marketing Strategy to the UWE Bristol team (with any necessary redactions) at any point throughout the support and evaluation.

## Duration

- 1 full day workshop
- 3 x 1-hour consultancy sessions across the following 3 months

## Dates

Contact our Digital Skills team for upcoming workshop dates

## Timing

- Registration: 9:15am
- Session: 9:30am – 4.30pm
- Consultancy sessions: TBC

## Location

Frenchay Campus, BS16 1QY

## Cost

Fully subsidised for Workforce for the Future registered SMEs

## Book your place

Contact our Digital Skills team to book your place on the next workshop

## Contact

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