

Fast Track Digital Marketing

London (2 days) - 11th-12th May & 28th-29th June

Manchester (2 days) - 25th - 26th May & 26th - 27th July

Why is online marketing so important, and how can you use the major channels to improve your customer communications?

This course will demonstrate best practice methodology for the major channels such as email, search engines and advertising, using case studies to illustrate the benefits that can be achieved through proper execution. The course is broken down into manageable modules most of which include either exercises or case studies for you to work through.

“The fast track course is a fantastic way to get a helicopter view of the current digital channels available to your clients, especially for those new to digital marketing.”

Tim Tucker - APA Training Consultant

Key learning outcomes

- Understand how to weave together acquisition and retention tools to deliver an efficient digital marketing strategy
- How to build great websites through content, navigation and optimising with analytics
- Evaluating traffic-driving techniques to get more of the right people to your site, profitably
- Customer retention, using log-ins and email marketing to stay close and build long-term relationships
- What can disrupt the user experience - browsers, firewalls and slow connections

Trainer – Andrew Lloyd Gordon



With a background in sales and marketing and qualifications in psychology and business, Andrew is fascinated by all things web and has been working in the industry for over 10 years. He has gained a wealth of experience managing integrated digital marketing campaigns and ecommerce projects for a variety of clients, from sole traders through to large corporates, and his involvement in the launch of www.jobs.ac.uk gave him first-hand experience of establishing and running a successful online business.

Andrew now works as a trainer and coach for a number of organisations, helping them to get the most out of their digital marketing activities. As part of Econsultancy’s training faculty, he has worked with clients including Random House, MacMillan Cancer Support, RIBA, Allianz Insurance and the Oxford University Press.

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