

Econsultancy Training Programme

May – September 2010

Digital
enlightenment
starts with
the big red dot.

Econsultancy
Digital
Marketers
United™

<http://econsultancy.com/learn>

So far 2010 has seen unprecedented levels of interest in digital training. Companies are realising that digital skills in our post-recession world are even more vital for the future growth of their business, which in turn has led to a distinct change in the type of training we are being asked to deliver.



While training programmes around a specific issue such as search marketing or social media are still important, more and more of our clients want our input on a transformational basis - how can we get the whole department or even business 'thinking digital'?

For us this has meant a focus on four key areas:

Understanding competency – working with our clients to understand where they are in terms of digital proficiency. In all cases we ask 'what are the minimum acceptable level of skills we currently need?' and 'what skills do we need to achieve our corporate objectives?' The outcome of which is a skills roadmap, focusing on building internal capabilities for the long term.

Channel integration – putting together programmes that are channel neutral and focused on the benefits of joined up communications across channels and departments. For example, our new 'Offline Marketing Essentials' course enables digital folks to learn the skills of their non-digital colleagues. We've also launched Jump, a new conference which runs in October and focuses on joining up marketing across all channels.

Academies – many of our larger clients are responding to this widespread need for skills by working with us to create skills academies. Combining internal and external training, CPD programmes, certification and much more, our academies are the ideal way to transform your business and build the internal skills and capabilities that will drive real changes in behaviour and performance.

Qualifications – we now offer MSc programmes in Digital Marketing Communications, Internet Retailing and Digital Publishing. All three are designed to really push delegates, building a deeper understanding of marketing, e-commerce or publishing, and creating the future leaders of our industry.

Please remember that we're here to help and have a proven track record of doing just that for hundreds of companies. To talk to us about your requirements, call us on +44 (0)20 7269 1470 or email training@econsultancy.com.

Craig Hanna
Training Director
Econsultancy

Why train with Econsultancy?

We're great at training but it's only part of the picture.

Our reports, events and online resources help a community of over 80,000 marketers make better decisions on best practice digital marketing, build business cases, find the best suppliers, look smart in meetings and accelerate their careers. If you're a marketer, you need us in your life. No one else will do.

The Econsultancy difference

- **Been there, done this (a lot)** – we train over 2,500 marketers every year and we've been doing it since 1999. We know our stuff.
- **Something for everyone** – from digital newbies to veterans.
- **Top practitioners/trainers** – those who do, teach.
- **Community benefits** – ongoing support and inspiration from the biggest, most active digital marketing community in the UK; Bronze Membership is free to every student.
- **Free content** – every student chooses a free research report from dozens (others pay £150).
- **The widest range of courses** – so you can focus on your exact needs.

And if you're already a paid member of Econsultancy, you get a discount of 10% or more on all training courses (20% for Diamond Members). Visit <http://econsultancy.com/join> for details.

How do you want to learn?

- **Training Courses** - covering every digital marketing discipline and run throughout the year in our London and Manchester centres. See page 09 for details.
- **Custom Learning and Development** – tailored programmes to nail your company's specific needs. See page 03 for details.
- **Academic and Professional Qualifications** – including the UK's leading MSc in Digital Marketing Communications. See page 05 for details.

“Very rich in content, informative, the whole course was a delight.”

Senior European
Digital Marketing Coordinator,
Brother International

Customised training for your team

Every digital marketing team has unique challenges.

Let Econsultancy design a specific training programme to solve yours.

If you're training five or more people, the custom route offers great value for money as well as:

- **Super-relevance** – courses built for your industry and your team's experience level.
- **A more open atmosphere** – where students can be frank about the challenges specific to the organisation.
- **A range of formats** – customised courses, sector-specific academies, digital mentoring, complete in-house conferences...
- **A dedicated training consultant** – to design the best programme and see that it's delivered to the highest standards.

Formats

Skills Training – any of our training courses spun for your sector, your skills and your website (plus a whole lot more not listed under public training).

Academies – a combination of targeted briefing sessions, skills seminars, breakout workshops and consultancy services.

Conferences – an all-singing, all-dancing digital marketing summit for your entire team. We'll programme and manage the whole thing.

Mentoring – personal advice and strategic support for senior managers and directors. We'll pair you up with the right peer.

Webinars – so you can learn anytime, anyplace.

Want to talk to us about your requirements?

Call us on +44 (0)20 7269 1470
or email training@econsultancy.com



Custom training in action

McCANNWorldgroup

Over the past two years, McCann-Erickson has invested heavily in ensuring its digital teams across Europe are able to meet client needs as the market goes digital. We worked with McCann to develop training in specialist areas such as SEO and Analytics. With sessions held in London, senior staff members have been flown in to attend and a number of courses have been repeated to meet demand.

“We needed a training provider that could deliver specialist knowledge across highly specific areas of digital marketing. Using top industry practitioners, Econsultancy made sure we got the latest industry best practice. The consultative approach to course development and the calibre of the trainers delivered real, ongoing value.”

Isabel Castens, Digital Associate,
McCann-Erickson

Look who we've customised for:
Microsoft • COI • Reed Business Information • IPC Media • Turner Broadcasting • Mars • GE Money • Random House • HBOS • Vauxhall • McCann-Erickson • Google • Euromoney • Harper Collins • London 2012 • Willoughby PR • Visa • RIBA • Moneysupermarket • MacMillan Publishing • CNN

SHURE®

Shure, the world's leading manufacturer of microphones and audio electronics has been focusing on developing its online presence in the UK and Germany. To do this, they approached Econsultancy to provide objective web development guidance and a highly tailored training programme for EMEA marketing teams.

The resulting schedule covered a range of digital disciplines including SEO, online copywriting, online public relations and social media. Training and consultancy are ongoing, with sessions delivered in both the UK and Germany. Shure supports continuous learning through a Platinum Econsultancy membership, so staff have access to the latest best practice guidance and information to continue their development.

“We've been very pleased with the high standard of training and support we've received from Econsultancy, we value their contribution to developing and strengthening our digital business. Econsultancy has been flexible and adaptable to our needs, and I would not hesitate to recommend their expert content, training and consultancy.”

Ron Marchant, EMEA Marketing Director,
Shure GmbH

Professional Qualifications

If you're eager to dive in at the deep end, break into the industry, accelerate your career or polish up your existing skills, our innovative postgraduate qualifications are for you.

Our flexible part-time programmes evolve with the industry and fit around your current work commitments, delivering a fresh perspective and practical skills which are relevant to your business from day one. All three programmes begin in September 2010, with applications accepted until 15 July, 2010.

MSc in Digital Marketing Communications

Now in its fourth year, this is our most successful MSc course.

The programme, run in conjunction with Manchester Metropolitan University Business School, gives digital marketers the practical and strategic skills needed to take on a leadership role. The modules cover strategy and planning; digital tools for customer acquisition, conversion, and retention; campaign monitoring and measurement; and effective integrated marketing and organisational management. Your classmates will be from some of the UK's top brands and your tutors are the very best in the business, so prepare for a challenging, dynamic and career-changing experience!

MSc in Internet Retailing

Over the years, you'll cover all the major skills required to manage a successful online retail business, from marketing strategy, customer insight and product development, to logistics, operations and management. Plus an evening with the industry leaders and an annual site visit to really get under the skin of an online retail operation.

MSc in Digital Publishing

Aimed at publishing professionals with strategic responsibility for digital, this MSc programme helps you drive your organisation forward in the rapidly developing digital space. Strategy, marketing, customer insight, content and site development, operations, technology, supplier selection and team structure are all covered. Led by Tim Tucker, formally of Future Publishing, with over 11 years experience of driving digital innovation in publishing.



**“The best part?
All the knowledge and
ways to apply what I've
learnt in a work environment
and the opportunity to meet
new people from many different
walks of life, all with the
common bond of completing
the course.”**

Vice-President
Communications,
ICMIIF

Want to talk to us about your options?

Call us on +44 (0)20 7269 1470

or email masters@econsultancy.com

05 For course descriptions visit <http://econsultancy.com/qualifications>

“The range of components covered is broad and allows students to gain an understanding of the techniques used across the entire digital marketing landscape and they can be combined successfully in the real world. Studying for an MSc in Digital Marketing Communications will add a professional structure to the knowledge I already have.”

Digital Marketing Consultant,
Brooks Digital Marketing



Big-name student peers

Vodafone, House of Fraser, Holland and Barret, Harvey Nichols, Dawson Home Group, Exact Target, University of Cambridge Examinations Board, COI, moo.com, South West Wales Tourism, The Scouting Association, Swamp, Sony Computer Entertainment, Action for Children, London Business Network, Mindshare, the British Council...

Why Qualifications?

- **Recognition** – qualifications that really mean something.
- **Work-based assignments** - letting you apply your skills straightaway.
- **Peer group network** – a diverse bunch of people but all in the same boat as you.
- **Online discussion groups and support** – to keep the ideas flowing.
- **Constantly updated** – keeping you aware of the very latest developments and trends.
- **Plenty of flexibility** – fitting around your current commitments, small teaching groups, and intensive support.



“The MSc experience for me so far has been truly invaluable, I’ve met a variety of new friends, increased my knowledge, level of strategic thinking and confidence. I would credit a large part of where I am today to what I have gained from the course.”

Marketing Executive,
Gabba

Consulting Services

Econsultancy's ten-year position at the eye of the digital storm gives us unique insight into the challenges you'll face as you develop your digital strategy and sharpen your execution.

That's why so many FTSE 350 companies turn to us for our consulting services, which include:

Digital strategy development

Make sure yours is clear, actionable, measurable and aligned with your business goals.

Capability audits

We assess your skills and resources, then recommend the investment, technology and training you need to succeed.

Market Intelligence

Great decisions often depend on great information. Our bespoke research service helps you understand your market, its opportunities and threats so you can frame the right strategy.

Organisational change

Fully embracing digital often demands a fundamental change in your company's structure and processes. Our consultants have helped some of the world's top companies tackle their structures, processes, skills, technology and change management.

Supplier selection

Helping you to identify the partners that fit your needs and your culture. We know the entire market and we've seen what works in every sector.

Mentoring

We'll pair you up with a fellow senior marketer who has been there and done that. A fast path to digital excellence.

Let's talk. Every consulting engagement starts with a chat.

Call us on +44 (0)20 7269 1470

or email training@econsultancy.com

Why consult Econsultancy?

- **Independence** – We have no technology to sell, no campaign idea to push. Just sound advice to offer.
- **Breadth of vision** – Every day we see what best practice looks like in every digital discipline and across all industries.
- **Depth of expertise** – Our consultants are among the very best practitioners from across the digital marketing spectrum and the world's leading brands.
- **Unmatched resources** – We draw on Econsultancy's world-famous research, community and content. If we don't know something, we know someone who does.
- **Powerful methodology** – including our Positioning and Capabilities Roadmap and clear, concise Action Plans.

In short, there's no one better to help you understand how digital can drive growth in your business, then help build the capabilities to deliver.



Conferences

When tackling large change and education issues such as those that are currently being forced upon us by the growth of digital, it often helps to be able to gather and inspire your troops. Econsultancy's conference service takes all the hard work away and ensures, through our years of experience and unrivalled network of contributors, that your conference delivers.

- Educate and engage with your employees
- Inspire and lead from the front
- Learn from industry leaders
- Choose from a range of formats – keynotes, workshops, roundtables, case studies
- 30 people to 1000 people

Clients include

Thomas Cook, AMV BBDO, Turner Broadcasting,
International Advertising Association (IAA) and Random House.

Want to talk to us about conferences?

Call us on +44 (0)20 7269 1470
or email training@econsultancy.com



**“Econsultancy
is the ideal training
provider for us...
they've helped to inspire
and strengthen the
development of our
digital marketing.”**

Head of E-Commerce,
Random House



Training Courses

Whether you're a seasoned digital marketer needing a boost, or you're new to the game and in need of a crash course, you'll find a training course or advanced workshop to get you up to speed.

- **Focused** – the widest range of courses covering the entire digital marketing spectrum
- **Current** – topics and content that's constantly updated by front-line marketers
- **Integrated** – includes free Bronze Membership to Econsultancy and a free premium research report of your choice (worth £150)
- **Intensive** – small classes and challenging programmes with pre- and post-course reading materials
- **Useful** – provides practical tips to further your CPD

No one trains more digital marketers than Econsultancy. And no one gives anywhere near this level of insight, expertise and value.

Browse away!

Not sure which course is right for you?

Call us on +44 (0)20 7269 1470
or email training@econsultancy.com



“The examples used and real life experience given by the trainer were perfect”

CRM Manager,
my-wardrobe.com

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The Ideal First Step

Fast Track Digital Marketing

This intensive two-day course has been designed to give marketers, or those of you new to digital, a complete overview of all the core digital marketing channels, how they affect each other and how they can work together in your digital marketing strategy. These include:

- Affiliate marketing
- Analytics
- Data gathering
- Display advertising
- Email marketing
- Legal issues
- Mobile marketing
- Online PR
- Paid search marketing
- Search engine optimisation
- Social media
- Usability
- Viral marketing

Course structure

- Setting the digital marketing scene
- Planning and strategy
- Gathering data
- Website design and usability
- Tracking and measurement
- Testing in digital marketing
- Creative considerations
- The digital marketing toolkit

What you'll learn

The best ways to retain your customers

How retention and acquisition tools can work together

How to get more of the right kind of people to your website using traffic-driving techniques

“The course content was excellent and highly interactive. One of the most useful courses I have been on with lots of practical tools I can apply day to day.”

RSPCA Good Business Awards
Manager, RSPCA

Training courses

Powering the Web

Accessibility

Despite web accessibility for disabled users being mandatory under the Disability Discrimination Act many companies still don't have the means to comply.

This workshop offers a practical introduction to accessibility compliance and inclusive design, including assistive devices and tools used by disabled people to overcome web accessibility barriers, and teaches you about accessibility compliance documents and laws.

As a result, you'll be able to evaluate your own website for accessibility, identify what you need to do to meet accessibility standards, and articulate to colleagues and managers how this will benefit your business.

What you'll learn

What accessibility means to people with disabilities

Why it's so important for your business

The terminology, issues, laws, guidelines and compliance

How to identify and fix accessibility problems

How to plan to ensure your sites are compliant



“Helpful and enthusiastic trainer”

Digital Communications
Manager,
University of Cambridge
International Examinations

Mobile Marketing

Learn how to plan and execute a mobile marketing campaign that really makes an impact and discover how to integrate mobile with other media (on and off-line).

This course will cover the scope of mobile marketing and the tactics currently available, from SMS and mobile websites to application downloads and mobile advertising. It will also touch on mobile TV, proximity location based services and new technologies. You'll improve your planning, handling and fulfilment, testing and measurement and gain insights into current trends and future directions.

You'll come out of it better able to understand the use of mobile for your industry, company, and most importantly, your customers.

What you'll learn

How to harness the power of mobile marketing

How mobile is different from normal web marketing

How to reach the widest possible mobile audience

How to integrate mobile with other media

Industry best practice (with real examples)

Training courses

Powering the Web

Optimising your Site Using Google Analytics

Learn about applying Google Analytics for site conversion optimisation through advanced configuration and customisation of reports. This course will help you improve your tracking, and your website and campaign efficiency to deliver better results from your digital marketing investments. Even if you're using another tool, the best practice recommendations on campaign and page design improvements will still be relevant.

The interactive, small-group format of the workshop enables sharing of tips and techniques, alongside expert review of best practice examples by your course tutor. Attendees' own sites, submitted before the workshop, will also be reviewed with recommendations on "quick-win" improvements.

What you'll learn

How to engage first time and repeat visitors to reduce bounce rate

The essentials of clickstream analysis

Advanced reports for understanding visitor behaviour

Integrating Web 2.0, personalisation, reviews, ratings, social bookmarking, video and widgets into your site

Maximise conversion rates

"I liked the fact that this course was about analytics and its advantages, rather than specifically tool based. I could apply a lot of the principles, regardless of which analytics package I use"

International Franchise Site Manager,
Mothercare

Usability and User Experience

As acquiring traffic becomes more and more expensive, making sure your website is user-friendly is definitely worth your while. If you're involved in website conversion, this course will help you understand the principles and best practice, legal standards and commercial benefits of usability, how to overcome common barriers and how to calculate the impact of usability on your finances.

We look in detail at usability design principles in the design of navigation (including card sorting techniques), homepages, page layout, forms and error messages, and how usability is involved in merchandising, checkout and persuasion architecture. We'll also cover the future of usability and human-centred design processes for interactive systems.

What you'll learn

Why usability matters and where it fits in your e-commerce strategy

The principles behind usability, using real world examples

User-centred design methods to apply during your site development

Profitable tips for merchandising and selling online, from homepage to checkout

Video for the Web

Video offers businesses huge opportunities to develop both a richer customer experience and new marketing opportunities. In the UK we watch over 280 million hours of video each month, with that figure still growing. Successful corporate use of video can deliver brand awareness and direct sales.

This course helps you to understand how to use video cheaply and effectively, giving you the skills needed to present and produce your own web videos, covering selection of equipment, technology, creating story boards, shooting, and editing.

It will also look at effective distribution and ensuring your videos are visible through search and social media.

What you'll learn

- How to make your own videos on a budget
- How to distribute your videos through social media and searches
- How to shoot and edit your videos
- Choosing the right equipment
- Optimising video for search engines and tracking usage



Web Measurement and Analytics

This course focuses on using web analytics and other data sources to analyse the characteristics and behaviour of your site visitors so you can improve digital marketing and e-commerce results from your website. It will show you how to produce a plan to develop the most appropriate metrics, tools and a digital marketing improvement process for your organisation.

You'll work out what the Key Performance Indicators are for your organisation, and learn to apply different analytical techniques to get the best out of your company's processes of acquisition, conversion and retention.

What you'll learn

- The essentials of effective web measurement
- Define the right KPIs for your business
- The most effective tools, services and technologies and how to use them
- Using analytics to plan and evaluate acquisition, conversion and retention programmes

“Probably the most informative, enjoyable training session I’ve ever attended. Our trainer was entertaining, thoroughly informative and was always open to questions.”

Web Manager, Countryside Council for Wales

Training courses

Search Engine Marketing

Search Marketing – Organic/Natural (SEO)

Gain the necessary know-how to build an SEO strategy that will mean more of the right kind of visitors to your website and boost online conversions, and which will stand up in today's fiercely competitive online marketplace, ensuring the best possible return on investment.

You'll learn best practice methodologies and strategic skills in relation to the key attributes of SEO: website structure, search term research, content creation and link equity, plus how to manage your online brand in order to increase its market share in the natural listings. You'll become an expert at identifying and taking advantage of quick-win opportunities and tracking the results.

What you'll learn

Your successful natural search strategy, new SEO developments and quick-wins

How to refine your key phrases and content to increase web performance

Understand the impact of usability and design on SEO

Search Marketing – SEO Advanced Workshop

A structured process to improve your results from SEO. It starts with a review of your existing optimisation approaches, analytics and tools, comparing them with best practice and competitors. Then on to the advanced techniques used by the brands that dominate the most competitive search terms.

This small-group workshop encourages sharing of techniques, expert review of specific sites and real-world challenges by your course tutor. You'll review sites optimised by leading agencies in different sectors including retail, travel, financial services, publishing and business-to-business. Your own SEO approaches will also be reviewed by the tutor, with feedback given in the afternoon.

What you'll learn

Benchmark your search strategies against current best practice

Identify and prioritise the quick-wins and longer-term benefits

Exploit freely available tools, open-source plug-ins and paid services

'Reverse-engineer' the techniques your competitors are using (and beat them)

Techniques to avoid

“The hands on approach was great, being able to actually do the activities rather than just hear about them was very useful.”

Junior Account Director,
Technical Advertising

Search Marketing – International/Multilingual

English is not the first language for over 70% of internet users. That means 900 million users who have hugely different search behaviours to native English speakers. If your business is (or could be) global, come and learn how to make search work harder for you.

It's all about understanding that the majority of your potential clients either don't know about you or are put off by English-only websites.

You'll come away with the insight and skills to create and launch effective international SEO campaigns and improve any campaigns currently running.

What you'll learn

Make sure your company appears on Yandex, Naver, and Baidu as well as Google

Understand and manage your online brand globally

Best practice techniques to improve your search engine results in other countries

Improve your international content creation and conversion rates

Search Marketing – Paid (PPC)

Pay per click (PPC) advertising campaigns are a great way to maximise website visibility on key search engines. But PPC markets are becoming increasingly competitive – you need an effective strategy or you're throwing money (and traffic) away.

Dive into the essentials of planning, managing and optimising a successful PPC campaign. Learn to evaluate and fine-tune your strategy to improve clickthrough and conversion rates. Analyse and optimise your search term sets. Then track results to maximise ROI through accurate measurement and analysis.

What you'll learn

Ways to refine your strategy so more leads turn into conversions

Evaluate and analyse your key phrases to improve your copy

The importance of landing pages

Powerful bid management and reporting techniques

An overview of the latest tools, trends and new technologies



Also see **SEO Public Relations** on page 21

Training courses

Improving Your Writing

Online Copywriting

Unsurprisingly, studies have found that web pages following online copywriting best practice guidelines perform better than those that don't. This workshop aims to improve the quality of your online copywriting, enabling you to communicate your intended messages effectively and elicit the response you want.

Learning will be structured around four main areas of online copywriting: legibility, layout, language and logic. You'll learn about structuring content between different web pages, as well as on an individual page. You'll also cover online copywriting subgenres such as newsletters, how to make search engines work for you, and accessibility.

What you'll learn

- Make sure your audience really listens
- Create links that get noticed and clicked
- Structure your content so it reads well and makes sense
- Drive home the important messages

Online Copywriting – Advanced Workshop

For anyone familiar and confident with online copywriting best practice looking for an opportunity to address specific questions, this course offers advanced online copywriting training alongside workshop discussion time. Attendees will submit work for feedback from an expert trainer on the day, and other participants will consider your work and contribute to group discussions, giving everybody a unique opportunity to exchange experiences so you get a new perspective from outside your own company or industry.

The day's format allows for online copywriting best practice to be summarised in the morning, before the afternoon focuses on detailed re-writes, including your own content.

What you'll learn

- To have confidence in your abilities so you can rewrite whole pages
- Structure content across multiple web pages
- Write content that your audience can easily understand
- Evaluate and improve copy based on results

“The course blew the competition out of the water. It was on topic, backed with proven fact and presented in a way that demonstrated its application.”

Digital Communications
Executive, PRS for Music



Planning & Managing

Account Management Excellence Programme

NEW

Everyone knows that effective account management is one of the most important parts of running a successful digital agency. It makes sense to train employees to manage customers and projects in the best possible way.

Our new excellence programme aims to do exactly that by offering a structured way for agencies (or internal departments operating like agencies) the opportunity to take part in Econsultancy's national account management framework. Over six months we'll be looking at a range of core topics, essential to effective account management.

What you'll learn

- The essentials of keeping clients happy
- Effective project management skills
- Clear communication and reporting
- Handling issues without drama
- The art of compromise

“Real life examples, unquestionable knowledge of the trainer and great case studies”

Regional IBD Manager
Europe eStrategy
British Council



Legal Training for Digital Marketers

Fully updated for 2010, with in-depth review of legal challenges arising from the uptake of Social Media Networks and Online Behavioural Advertising (OBA). Libel, take-down, User Generated Copy (UGC) and cookie-consent are all in the mix!

This course provides clarity on the legal issues of online marketing through using plain language to explain what is and what isn't acceptable in the context of the most common forms of online marketing communications. Its wide-ranging scope covers legal issues throughout the lifetime of a customer, from prospecting through to fulfilment.

What you'll learn

- How to make sure your sites are compliant
- Keeping your data practices legal
- How to evaluate suppliers and find the best ones for you
- How to avoid costly mistakes

Training courses

Planning & Managing

Managing Digital Teams

E-commerce and online teams are special. You need to know all about them so you can move a team to a different level of capability, operating model or level of performance.

Whether you're a first time manager or looking to expand your digital team, the course will give you a complete understanding of the issues involved with online or e-commerce teams through looking in detail at three key areas (structures, strategies and behaviours).

This course will give you practical tools and approaches that can be used in your workplace, and from the evaluation process you'll be able to decide which skills should be outsourced or managed in-house.

What you'll learn

- How to improve the effectiveness of your team
- Ways to manage digital and functional experts
- How to plan, structure, and manage digital teams
- How to identify skills gaps and fix them

Online Merchandising – Selling in the Digital Age

This one-day intense course will cover the gamut of online selling - from product selection and presentation, through search, sorting, filtering and promotions, to an introduction of advanced rule-based merchandising. We will also consider product-specific presentation needs and the test-measure-optimize approach to selling.

As e-commerce matures and customers are trained by your competitors to expect more, this course supports marketing and commerce professionals in satisfying their customers while also increasing profits. The multichannel, commercial approach will allow participants to communicate the benefits of a whole-business approach to selling online, as well as measuring and sharing the success.

What you'll learn

- The essential problems to solve in online merchandising
- Getting products ready and available to sell online
- Key data requirements, metrics and performance indicators
- Advanced online merchandising techniques and considerations



“The day flew by thanks to an engaging and enthusiastic trainer who clearly knew his stuff. The exercises kept things interesting and he related material to industries that were relevant to people on the course.”

European Marketing Executive,
Premier Farnell

Planning Effective Digital Media Campaigns

It's all change in the ways audiences consume media, advertising is traded, channels converge and targeting evolves, so you need the broadest view of digital media. That way you can spot the opportunities, challenges, best buying methods and key considerations around online campaigns.

The course is divided into three key areas: planning and strategy, delivering an integrated digital advertising campaign, and measurement and analysis. You'll get a comprehensive look across all media, and at the end of it all you'll be able to plan and execute killer digital media campaigns and actually measure what's going on.

What you'll learn

The key digital media trends reshaping the online media landscape

Insights into how agencies research, plan and buy media

Understand trading models

How ad-servers work and how to use behavioural targeting

“Very informative and well explained.”

Web Designer,
Argos

Web Project Management

This course will teach you how to deliver your projects on brief, on time and on budget. You'll learn what makes web projects succeed or fail, what's different about web projects, and be given an overview of project management methods (traditional/waterfall, agile and incremental delivery), including when each is appropriate.

It will cover the full project management lifecycle from start (defining the project and scope, prioritising and estimating features) to delivery in increment and deployment. This session will also examine tools for managing and communicating progress, quality (test-first approach) and how to assess and manage risk to avoid common pitfalls.

What you'll learn

Deliver web projects on time and under budget

Ensure quality is maintained through testing your ideas first

Keep everybody happy by introducing shared goals, and making sure they're met

How to manage risk and avoid falling into the usual traps

Training courses

PR & Social Media

Online PR & Social Media

The UK's most popular introduction to online PR and social media marketing, this workshop looks at the effect of social media and web 2.0 on marketing communications and PR so you can understand and harness the opportunities of User Generated Content.

Using a combination of reputation monitoring and mapping tools, and reviewing examples of best practice social media marketing and online PR, delegates will be able to understand how to plan and manage their communications in an age of digital networks, how to integrate online PR and social media with other marketing disciplines, and to identify and evaluate opportunities and risks of social media engagement.

What you'll learn

How online PR and social media fit with other marketing disciplines

How to use online PR and social media to maximise visibility

Engage audiences and create communities

Manage negative brand perception

Evaluate and measure online PR and social media campaigns

SEO Public Relations

Building relevant links is an important element of search engine optimisation but the last thing you want to do is damage your reputation through unethical link building practices. This workshop focuses on how PR communications and brand engagement can help improve natural search engine visibility whilst managing your online reputation.

Delegates will learn how online PR and social media marketing can be integrated into a search marketing strategy. You'll learn how to create an SEO driven online PR campaign, choose the right tools and develop compelling brand or business 'social objects' and 'social currency' to trigger conversations and manage reputation.

What you'll learn

All the ethical online PR and social media tools to maximise your visibility (no black hat techniques!)

How to improve your SEO through on- and off-site PR and social media

Evaluate and measure your SEO, PR and social media campaigns

Did you know?

We also run Online PR courses specifically for marketing professionals in the healthcare and finance industries – see our website for full details.

“One of the best trainers I have ever had. Communicated everything very well, related to everyone and had advice for each attendee on how to improve their online strategy.”

EMEA PR Manager,
Kingston Technology

Email Marketing

Email Marketing

Email is still an important means of talking to your customers – but you’ve got to make your email stand out and actually get read.

This course is suitable for anyone who manages email campaigns or e-newsletters and wants better results. Led by an email marketing expert, it demonstrates how results and deliverability can be significantly improved by addressing issues within planning and implementation, from setting realistic objectives and understanding deliverability strategies, through to multichannel integration, content and behavioural targeting, segmentation and assessment of campaign results. So you’ll be able to continually improve your online marketing campaigns, boosting results and profitability.

What you’ll learn

How to dramatically improve your email marketing results

Sharpen your email marketing strategy and evaluate the ROI

Make sure your emails actually reach their target

Use testing to get more out of your email campaigns

Use registration and click stream data to personalise campaigns



“I found going through participants’ email examples really useful and the trainer was very engaging and a fountain of knowledge!”

E-Marketing Executive,
Aberdeen Asset Managers

Email Marketing – Advanced Workshop

If you feel you’ve reached a plateau in your email marketing performance and need an injection of fresh thinking from outside your company or industry, this course is for you.

You’ll cover the key leverage points for campaign success, ranging from the fundamentals such as setting objectives, data gathering, contact frequency, personalisation and deliverability, to the latest industry news and developments. You’re encouraged to submit work beforehand for feedback from an industry expert trainer and fellow delegates in group discussion, in order to identify areas for improvement. It’ll also allow you to reflect on your own individual campaigns through comparisons with other experienced marketers.

What you’ll learn

The very latest email marketing strategies, tactics and technologies

How to critique and improve your own work

The most important metrics

Sophisticated testing and optimisation techniques

Training courses

Marketing: Digital & Beyond

Affiliate Marketing

Well-managed affiliate marketing can really pay off. But even though the theory is pretty straightforward, it's often overlooked by advertisers because putting it into practice can be difficult.

Suitable for anyone running, or planning to run an affiliate programme, this course will give you a practical understanding of affiliate marketing, from defining a strategy and setting realistic business objectives to selecting and working with an affiliate programme manager and tracking online marketing activities. You'll also learn how to review tools, partners and results for maximum impact, and the best affiliate incentives through a list of the top 10 dos and don'ts.

What you'll learn

Affiliate marketing from both the merchant and affiliate perspective

How to increase the performance of your affiliate programme

Emerging technologies and how to harness them

Best practice strategy, tactics and measurement

Multichannel Marketing

As customers multi-task, switch channels seamlessly and filter out annoying communications, the need for a multichannel, integrated approach has never been greater.

Delivered by a marketing expert of over 15 years in on and offline communications, this course will enable marketers to appreciate the complexities of multichannel campaigns, highlighting key considerations around customer insight, creativity, channel selection, measurement and budgeting.

The course is organised into three key areas: planning and strategy, integration, and delivery measurement and analysis.

What you'll learn

Current trends (media, audience, technology) that are transforming traditional media

Researching, planning and buying for multichannel campaigns

Integrating creative strategy

Attacking major issues with multichannel measurement

Promotional techniques suitable for particular products



“The exercises were great to test what you had learnt and help you put it into practice”

Marketing Executive,
Ieb trading

Offline Marketing Essentials for Digital Marketers

NEW

Digital marketers can learn a lot from best practice in the offline world. If you're a digital-only marketer, here's a great way to develop your skills, climb the marketing ladder or just improve the way you do digital.

You'll gain a thorough overview of the strengths, effectiveness and buying currencies of offline marketing channels, including radio, TV, print media and outdoor, as well as exploring how these can work together (and in combination with online campaigns) to increase audience engagement.

What you'll learn

The essentials of marketing (consumer and B2B)

Brand principles, including management, and metrics

The strengths and buying currencies of radio, TV, and print advertising

What makes a good marketing strategy and marketing mix

How to identify, segment and research your customer base

Promotional techniques suitable for particular products

Persuasion Marketing

NEW

Understanding why people behave the way they do and then creating choice architecture around it is key to improving your customers' engagement, which will in turn give your ROI a kick up the backside.

Many companies are already reaping the rewards of combining the science of psychology with digital marketing methodologies. If you're a retailer looking to improve conversion or an organisation wanting to influence behavioural change this course will show you the way.

This course will run through the key principles, demonstrating through case studies why persuasion marketing is important and giving you a framework for developing solutions for your own business.

What you'll learn

Use psychology to inform your digital marketing techniques

Improve conversion rates by steering visitors in the right direction

Influence online behaviour through understanding how to react to your customers

Innovation Briefings

Our Innovation Briefings offer best practice tips, insight and immediately applicable techniques to take back to the office on the latest hot topics. Ideal if you're short on time but want to boost your skills – or simply sample what Econsultancy training offers.

Innovation in Mobile Apps

21 April Leeds, 29 April London

Mobile Apps are the latest hot topic for brands but with the “Apprush” in full swing how do you know if and what your brand should be doing? Making the right decisions early on about pricing, platforms, and approach (novelty vs utility for example) will define the relative success of the project.

What's more, with over 100,000 applications on iPhone alone how do you reach your audience and ensure you get the user numbers you require? Finally, how do you measure success if revenue is not the driver?

This interactive session will look at all these issues as well as demonstrating some of the best examples of apps being developed in both the B2B and B2C sectors.

Enterprise Twitter

22 June Leeds, 30 June London, 7 July Manchester

This innovation breakfast briefing is for individuals or teams responsible for moving their corporate or business Twitter strategy, from monitoring or developing and testing feeds to more effective engagement with different audiences.

Using global case studies of Twitter and customer/stakeholder engagement from real organisations, we will review which areas of business should be using Twitter and how to develop an effective Twitter strategy.

The role of Twitter in customer service/enquiries, public relations, marketing, research, and other business areas will be considered as well as who in your company should represent the organisation and guidance required.

Attendees will leave the session with a strategic roadmap and be able to measure the effect of Twitter on engagement, sentiment and awareness for their organisation or clients.

Did you know?

Econsultancy hosts more than 100 industry events every year, including upcoming conferences such as The Future of Digital Marketing (16 June) and Jump (13 October).



Who we've worked with

Argos – ASOS – Avis – AXA Insurance – BBC – British Council – British Gas – Bupa Care Services – Cabinet Office – Cancer Research UK – Capital One – Centrica – COI – Debenhams – Direct Wines – Estée Lauder Companies – Fortune Cookie – Gamestation – Halifax General Insurance – Hiscox – House of Fraser – Investec – IOP Publishing – IPC Media – Jobsite – John Lewis – Justgiving – Royal Dutch Airlines – LateRooms – Legal and General – Lloyds of London – Lloyds TSB – Met Office – Mulberry – Nationwide Building Society – Net-a-Porter – New Look – Next – Npower – Oxfam – PhotoBox – Post Office – RBS Insurance – Royal Academy of Arts – Royal Mail – Royal Opera House – RSPCA – Selfridges – Shell – Stena Line – Swinton – The Telegraph – The AA – The British Library – The National Trust – The Open University – Time Inc. – TradeDoubler – TUI UK – Urban Outfitters – Virgin Atlantic Airways – Vodafone

**The shortest distance
between click-click
and ka-ching, ka-ching.**

Course dates – May to September 2010

Courses do fill up – grab a place!

Course	Page No.	London	Manchester
Fast Track Digital Marketing	11	25 May, 22 Jun, 21 Jul, 17 Aug , 22 Sep	26 May, 14 Jul
Powering the Web			
Mobile Marketing	12	8 Jun	
Optimising your site using Google Analytics	13	21 Jul	19 May, 16 Sep
Usability and User Experience	13	10 Jun, 9 Sep	23 Jun
Video for the Web	14	24 Jun	
Web Measurement and Analytics	14	27 May, 16 Sep	
Search Engine Marketing			
Search Marketing Organic/Natural (SEO)	15	13 Jul	20 May
Search Marketing – SEO Advanced Workshop	15	22 Jun, 8 Sep	13 May
Search Marketing International/Multilingual	16	23 Jun	
Search Marketing Paid (PPC)	16	19 May, 20 Jul, 21 Sep	17 Jun
Improving Your Writing			
Online Copywriting	17	15 Jul, 14 Sep	10 Jun
Planning & Managing			
Managing Digital Teams	19	6 Jul	
Online Merchandising – Selling in the Digital Age	19	1 Jun	
Planning Effective Digital Media Campaigns	20	15 Jun, 28 Sep	23 Sep
Web Project Management	20	25 May, 8 Jul, 14 Sep	16 Jun
PR & Social Media			
Online PR and Social Media	21	5 May, 8 Jun, 16 Sep	12 May, 22 Jul
Online PR and Social Media for Healthcare Professionals	21	1 Jul	
SEO Public Relations	21	18 May, 28 Sep	9 Sep
Email Marketing			
Email Marketing	22	15 Jun, 8 Sep	8 Jul
Email Marketing - Advanced Workshop	22	30 Sep	
Marketing: Digital & Beyond			
Affiliate Marketing	23	11 May, 21 Sep	
Multichannel Marketing	23	14 Jul	
Offline Marketing Essentials for Digital Marketers	24	20 Apr	
Persuasion Marketing	24	24 Jun	

Visit <http://econsultancy.com/learn> for full course descriptions and the latest dates