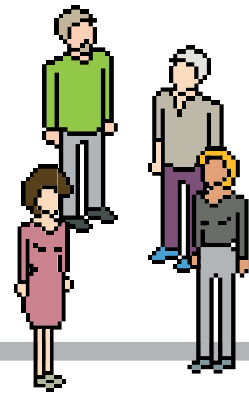


MARKETERS NEVER STOP LEARNING

Connect the dots on your digital
marketing and e-commerce
Professional Development journey



- The widest range of one or two day digital training courses
- Graduate Certificate and in-depth MSc qualifications
- Specialised group training for your team or organisation
- Ongoing resources from best practice reports and events

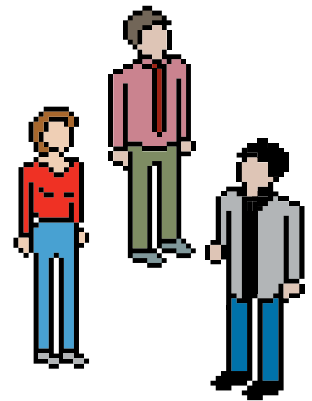
econsultancy.com/learn

Econsultancy
Digital
Marketers
United™

Your Professional Development journey

Building expertise, gaining confidence and staying ahead of the curve in the world of digital marketing and e-commerce is a journey, not a destination.

Whatever you need to know, there's an Econsultancy training route to suit your or your company's current (and future) needs, goals and expertise.



Professional Development for you

Professional Development for your team

Ongoing learning and development

Training Courses

The widest range of scheduled one to two day courses taught by practising professionals.

Ideal if you're looking to fill a notepad in a day with best practice strategy, tactics, tools & techniques in specific digital topics.

8

Graduate Certificates

Choose from ten specific disciplines and give us six months, we'll turn you into a true professional.

Gain the confidence and the credentials you need to make yourself marketable to any company in your chosen digital discipline.

26

MSc Degrees

Rise above the pack with intensive, challenging, hands-on programmes in Digital Marketing Communications and Internet Retailing.

Expand, deepen and consolidate your professional credentials at the highest level with an internationally recognised industry-led qualification.

32

In-company Programmes

We'll design the perfect in-company training programme, relevant to your organisation and team.

If you're training five or more people, the custom route offers best value for money and addresses your team's specific challenges and opportunities.

34

Consultancy

Our position at the eye of the digital storm gives us unique insight into the challenges you'll face as you develop your digital strategy.

Discover where you are today, how you compare to the best in your field and how to accelerate your progress.

35

SkillSet™

A systematic process to progress towards Digital Excellence across larger, most distributed organisations.

Give everyone in your company a degree of digital literacy while elevating key staff members to the right level of proficiency and expertise in the disciplines that matter most.

36

Econsultancy Membership

Take the training course, read the report, attend the event, Econsultancy members do it all.

Become part of the world's largest digital marketing community and use our rich digital marketing and e-commerce resources to support your Professional Development journey.

5

You're in good company

Every day, successful digital marketers from the world's top brands dive into the world of Econsultancy.

Because they're members, they have access to the world's richest resource of digital marketing and e-commerce insight, intelligence, advice, training, forums, events and answers.

The power of Econsultancy comes from our 110,000+ membership base of influential digital marketers and practitioners interacting with our world-leading research team.

This ongoing dialogue between us and our members is what keeps us close to the market. We know what you need to know, and are driven to find and deliver the clearest, most direct way to get it to you.

Find out more about Econsultancy at econsultancy.com/about

Join Econsultancy

Becoming an Econsultancy member can support your continued Professional Development, help you to stay top of the game and innovate in a number of ways:

Research

Our entire research library is free to members, providing unlimited and unrivalled access to over 400 reports – each report is worth £250.

Training

Discounts of up to 20% on every scheduled training course – worth up to £87 each time.

Events

Discounts of up to 30% on buzzing conferences, as well as exclusive event invitations.

E-learning

Train where you want, when you want with our new e-learning modules – available for all members (launching January 2012).

Job ads

Find your next specialist team member – job ads are bundled with Gold membership and above, and are worth £395 alone.

Press releases

Maximise your online visibility – press releases are bundled with Silver membership and above, and are worth £100 each.



“Many thanks for all the hard work you guys do for the industry – you are like Google: I can't remember life before Econsultancy and how I survived!”

MD, e-bloc interactive

Econsultancy membership options

Choose the right membership for you and your team – from £295 per year.

	Silver	Gold	Platinum	Diamond
User Access	1	Up to 3	Up to 20	20+
Report Access	✓	✓	✓	✓
Premium Benefits				
Advice and support	–	–	3 hours	3 hours
Exclusive social events (by invitation)	–	–	✓	✓
Roundtables (by invitation)	–	–	✓	✓
Job adverts included	–	1	5	20
Press release distribution	3	10	20	50
Discount on 1 day conferences	20%	20%	30%	30%
Discount on training	10%	10%	10%	20%
Standard Benefits				
The Daily Pulse newsletter	✓	✓	✓	✓
Profiles in directories	✓	✓	✓	✓
Post to members-only forum	✓	✓	✓	✓

Which option is right for you?

Silver

Great if you're an individual looking for quick access to time-saving reports, guides as well as discounts on training. Freelancers, SMEs and marketers for whom digital is just part of their role go for Silver.

Gold

Ideal for a small team; the job ad, press release distribution and discounts on training makes Gold popular with niche agencies.

Platinum

Perfect for larger or inter-departmental teams of up to 20. FTSE 350 companies looking to develop and embed digital frequently choose Platinum in combination with our in-company training route.

Diamond

Specifically tailored to support ongoing excellence where digital plays a central part in the strategy of the overall enterprise. International organisations, full-service agencies and suppliers go for this option.

To find out more about how Econsultancy membership can help you, contact us on **020 7269 1450** or email **membership@econsultancy.com**



Why train with Econsultancy?

If you're going to take time out of a busy work schedule to learn new digital marketing skills, the last thing you need is a dull monologue full of out-of-date clichés. That's why our training delivers current best practice strategies, tactics, tools & techniques – all taught by experts who do it for a living in the real world, not just the classroom.

Size

As well as being the largest community of digital marketers, we're also the largest provider of digital training, training more than 4,000 people each year – from digital newbies to veterans.

Choice

We offer the widest range of digital marketing courses, delivered in both public and in-company format – so you can focus on your exact needs.

Current

Through our world-famous research team and community, we keep our fingers on the pulse of the latest trends and developments in digital marketing – ensuring our training content is bang up-to-date.

Leader

We developed the world's first MSc in Digital Marketing Communications, now in its seventh year with more than 180 students on the programme. Each season we're consistently the first to introduce innovative courses focused on current industry needs (whilst others copy us!).

Community

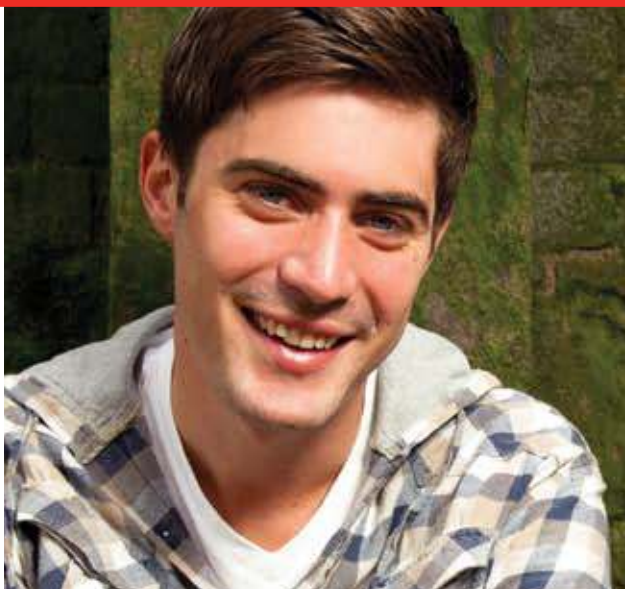
More than 110,000 members use Econsultancy to accelerate their career – any training delegate can join and receive support and inspiration from the world's biggest, most active digital marketing community.

Research

Our award-winning research is comprehensive, authoritative, and easy to read – providing ongoing, practical advice on all aspects of e-business to support your professional development.

Impartial

We have no business requirement or commercial relationships that require us to direct you to a specific set of tools, service offering or agency.



“ I love Econsultancy!
It's packed with the most
useful, relevant and
up-to-date information. ”

**Head of Marketing,
The Institute of Risk Management**

Meet the trainers

Our faculty brings together some of the world's top digital marketing professionals. We actively seek out the best practitioners for each discipline, so you'll benefit from the latest real-world insight and practice. Take a look at our website for full details of our training team's (impressive) credentials.

Steffan Aquarone

Steff is now a digital entrepreneur working with early start-ups as well as global brands, helping them develop elements of their digital strategy. He leads online video courses for Econsultancy and writes regularly on the future of video on the web.

"I lead the Online Video Strategies course for Econsultancy which I really enjoy doing. The sector is developing quickly and training regularly on the subject ties in really well with my day job as a consultant helping big brands with their online video. It's also a good fit with the work I do for Econsultancy as an author – in particular this year's 'Online Video: Best Practice Guide'. The thing I like most about Econsultancy training is meeting delegates from all sectors who are of a consistently high calibre. Being a digital marketer (let alone a video expert) can be a lonely experience in many organisations and the delegates get a lot out of working together too."



Michelle Goodall

Michelle is an online communications specialist consultant and trainer. Her areas of expertise are public relations, online public relations, social media, issues management, community management and content strategy.

"I've been an Econsultancy trainer for over seven years and I run public workshops, in-company training/coaching and mentoring as well as some of the academic qualifications. Econsultancy are the most successful digital marketing training provider because they don't rest on their laurels; they demand the very best from us practitioner trainers and ensure that we don't just allow trainees or training sponsors to solely tick the digital marketing training boxes. We are constantly evaluated by clients, students and delegates as well as fellow trainers who attend our courses. As practitioners we are all 'doing' and crafting our disciplines, not just teaching... this ensures that our materials and approach to learning is bang up-to-date."



Ian Jindal

Ian is a trainer, consultant, publisher and advisor, working at board level in e-commerce multichannel retail since 1995.

"I train in e-commerce and retail, with an emphasis upon the MSc in Internet Retailing, new certificates and in-house development and skills programmes. As a member for a decade I'd always valued the combination of sector knowledge with best practice. As a trainer I see that this is underpinned with an impressive skills development approach and a passionate customer focus to deliver commercial value. A partnership approach, rooted in professional practice, oriented around people, with demanding standards for relevance, currency and commercial value – this characterises the distinctive Econsultancy approach to training, and makes it valuable and fun."



Training courses

We run a huge range of scheduled courses throughout the year, covering the entire digital marketing spectrum and suited to your level of experience. If there's something that you're looking for that's not on offer below, let us know – we're here to help.

Pick your topics, book ahead and sharpen that pencil – courses do fill up, so grab your places online now (where you can also see full details of our entire 2012 schedule)!

Start your journey here

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“ A great insight into digital marketing – I now know what I didn't know about digital. It has whet my appetite for how we can look at integrating digital into our marketing planning. ”

Marketing Manager, Sheffield Hallam University



Start your journey here

Our most popular course is a two-day digital marketing university. We'll introduce you to the essentials of a wide range of digital marketing and e-commerce staples. The art, the science and the revenue – you won't find a better introduction or a more solid foundation in digital marketing.

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.

What you'll learn

- How to generate web traffic and convert it into revenue
- How to engage your best prospects online
- How to measure your success and improve your performance
- How to integrate digital channels into one killer strategy

Upcoming dates

London 17/18 Jan, 21/22 Feb, 21/22 Mar, 24/25 Apr, 23/24 May	£870
Manchester 8/9 Feb	£870
Leeds 15/16 May	£795
Edinburgh 17/18 Apr	£870

Course Contents

- 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

Topics you'll explore 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

“ I took lots of ideas away from the day and can't wait to get to work. ”

**Marketing Manager,
ACCA Global**

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



Search Engine Marketing

SEO Marketing

This course will enable you to build an SEO strategy that will mean more of the right kind of visitors to your website, boost online conversions and stand out 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

Upcoming dates

London	£525
26 Jan, 15 May	
Cardiff	£495
6 Mar	

Advanced SEO Marketing Workshop

Providing you with a structured process to improve your results from SEO, an industry expert will lead this one-day workshop, reviewing attendees' existing optimisation approaches, analytics and tools against their top-performing competitors and best practice.

This small-group session 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

Upcoming dates

London	£695
21 Feb, 25 Apr	
Manchester	£695
25 Jan, 12 Jul	



“ Excellent variety of learning activities delivered by a real trainer, not just a consultant that does a bit of training. Textbook delivery and a refreshing change from death by PowerPoint. ”

Director, Musicademy

I've just signed up to Econsultancy's Search Engine Optimisation Graduate Certificate – see page 27 for details!



International and Multilingual Search Marketing

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 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

Upcoming dates

London	£525
1 Mar	
Manchester	£525
29 Mar	

PPC – Getting to Grips with AdWords

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

Upcoming dates

London	£525
8 Mar, 16 May	
Manchester	£525
2 Feb	

PPC Strategy for Managers

A more strategic alternative to our 'Getting to Grips with AdWords' course, this session takes a more in-depth look at PPC strategy, examining emerging technologies and techniques to help improve return on investment. You'll explore trends and tactics, advanced testing and tracking best practice, as well as how to achieve successful integrated campaigns.

A range of exercises will help you to understand the implementation of these techniques, as well as time reviewing your organisation's campaigns. This course takes a holistic look at pay per click strategy, for those that don't necessarily run a PPC campaign hands-on, but need to understand this valuable area of digital marketing.

What you'll learn

- How to improve your current PPC strategy in the context of search engine developments.
- How to test, track and analyse successful integrated campaigns in line with latest Paid Search best practice.
- Effective use of click path analysis for PPC, as well as cross-channel

Upcoming dates

London	£525
1 Feb	

“ The trainer provided us with some good tools and techniques and was very good at identifying and demystifying the buzzwords/jargon. ”

Proprietor, Magpeye.com

Rich Media & Video

Online Video Strategies

You've got great video content but it's just not being viewed enough. This course will show you how to develop the right strategy, the right content and the right techniques for increasing traffic, views and ultimately, conversions.

The idea is to get your videos to rank on search engines; to signal to visitors that the content is worth their time; to get them to view to the end; and to get them to do something about what they just saw.

It starts with a clear set of goals. But it doesn't stop there. If video is important to your brand, this course is too.

What you'll learn

- Preparing an effective online video strategy
- Making the right decisions about your audience and how to reach them
- Creating genuine, relevant engagement and attributing direct business benefits to your video
- Interpreting campaign metrics and make continuous improvements
- Planning for future developments and innovations in online video

Upcoming dates

London	£525
1 Feb, 3 May	
Manchester	£525
19 Apr	

Video Production for the Web

The days of the big-budget corporate film are numbered. This is the YouTube era. This course will show you how to get your online video ideas produced quickly and cost-effectively without sacrificing impact.

You'll learn about the different types of online video, the entire production process from the right kit for each job to the importance of editing and the proper use of visuals, sound, effects, music, titles and more.

The session also covers key tips for optimising video for search. Online video can be hugely powerful, join us and get it right.

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

Upcoming dates

London	£525
8 Feb, 24 May	
Manchester	£525
21 Mar	

“ Thought the whole course was great – particularly liked the takeaway tools and key points to remember so you could go away and put together your strategy. ”

**Digital Editor,
Waitrose Ltd**

Be sure to sign up to Econsultancy emails to receive monthly updates on the latest training courses and dates!



Book both of our video courses and save up to a third of the total cost.

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

Content for the Web

Blogging Strategy for Business using WordPress

Many businesses make the decision to launch a blog to support their marketing efforts, but fail to set a clear goal. By creating a solid strategy and learning how to exploit their blogging platform, these businesses can grow their blog readership, building relationships with their users and business partners.

This session is targeted at members of marketing departments, entrepreneurs and small business owners who are responsible for setting objectives for the use of the blog and want to get a better understanding of the platform they'll be using. This course focuses on best practices, writing and promotion of the blog as a business tool, rather than the technical setup of a self-hosted blog or development of custom themes.

What you'll learn

- The skills required to plan and set up an engaging business blog
- How to monitor traffic to maximise engagement
- Using the WordPress platform – publishing posts, managing your theme and plugins, comments and feedback

Upcoming dates

London	£525
19 Jan	

Digital Content Strategy

A great content strategy can set your brand apart online, enhancing the customer experience and ultimately driving significant increases in conversion. But effective content strategies require careful planning with an eye on personalisation, psychological factors and design decisions.

This fast paced course uses a wealth of case studies and live examples to illustrate how and where content changes can have the biggest impact. You will develop a bespoke seven step process for developing a successful content strategy: generating content types, guidelines and editorial plans to support it.

What you'll learn

- How to develop a content strategy for a whole organisation or specific topic – on and offline
- Prove the business case for content strategy including copy formats and tone of voice elements
- Demonstrate how content strategy can deliver specific, measurable results
- Identify what content guidelines you require, how to roll them out and monitor performance internally

Upcoming dates

London	£525
7 Feb, 27 Mar, 8 May	

Online Copywriting

Unsurprisingly, studies have found that web pages following online copywriting best practice guidelines perform better than those that don't. This course 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 sub-genres 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

Upcoming dates

London	£525
2 Feb, 28 Mar, 29 May	
Manchester	£525
9 Feb	
Cardiff	£525
1 May	

“ The teaching was excellent. The exercises were good. The reading suggestions were also really helpful and definitely ones I'll be following up. ”

Communications Manager, ICMIF

Social Media & PR

New Community Management Workshop starts late spring – see website for details



Social Media & Online PR

The UK's most popular introduction to online PR and social media marketing, you'll be able to plan and implement your ideal strategy using user-generated content, including monitoring positive and negative brand perception through tools such as Facebook and Twitter, and increasing brand engagement.

Attendees will be able to evaluate their current approach to social media, reputation management and online PR. The workshop comprises a mixture of trainer led presentation, practical techniques on laptops as a group and individual exercises and discussion. The trainer will provide a number of up to date practical tips, tools and useful planning techniques that delegates can take from the classroom back to the office.

What you'll learn

- Understand how to align your social media strategy against business objectives
- Understand the risks of social media and plan effective strategies to manage your reputation online
- Be able to apply a rigorous planning process to all stages of the social media lifecycle
- Be able to evaluate appropriate channels, content, tools, techniques and resources for your social media activity
- Be able to measure the success of your social media activity

Upcoming dates

London	£525
26 Jan, 22 Feb, 27 Mar, 22 May	
Manchester	£525
22 Feb	
Edinburgh	£525
2 May	

SEO for PR Professionals

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 course focuses on how PR communications and brand engagement can help improve natural search engine visibility whilst managing your online reputation.

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

Upcoming dates

London	£525
13 Mar	

“ I felt like I really learnt about the whole space. A really good broad overview of social media and PR strategy. ”
Head of Accounts, Brandwatch

Social Media and the Customer Journey – Advanced Workshop

This course aims to take delegates well beyond the familiar tools and techniques associated with social media, providing strategic insight into how and why social media works for businesses across all touchpoints.

You'll examine consumer reactions to social media activity and their engagement preferences, how to adapt working practices to get the most from a social media strategy that goes far beyond traditional marketing, and how to set up an effective measurement framework to gauge effectiveness. Case studies provide ample opportunity for benchmarking your own activity, and you'll leave with a clear understanding of the future trends which could have a huge impact on your business. Delegates will also benefit from hands on, one-to-one consultation with the trainer, who will review your campaigns and provide practical tips for improvement.

What you'll learn

- Motivational reasons; passive and active people and why they typically converse about organisations
- Ensuring the social web integrates with other communications channels; and the internal business structure needed to manage this effectively
- Creating an engagement framework
- What to focus on, how to measure it and how to integrate it all together to derive business value associated with awareness, interest, conversion and advocacy

Upcoming dates

London	£695
31 Jan, 14 Mar, 26 Apr	
Manchester	£695
16 May	
Edinburgh	£695
9 May	

“ It was great to have so much practical advice and information, enabling me to come away with a huge amount that I can apply straight away in my day-to-day work. ”

Head of Communications and Marketing, East of England DDB

Facebook for Marketers

Facebook is now an important platform for marketers, but managing your account can be time-consuming. From technical aspects such as widgets and apps, to etiquette and reputation management, there's a lot to think about. This half day course gives an overview of Facebook for marketers, and will equip you with the confidence to create your own Facebook, and broader social media, strategy.

You'll cover Facebook setup, how to engage communities, cultivation, reporting and advertising – equipping you with practical and strategic knowledge for the platform that brands really can't afford to ignore.

What you'll learn

- How to set up and design your Facebook page – tabs, images, username
- Ways to engage 'fans' and cultivate your communities
- Managing your communities including customer service and responding to criticism
- Evaluating your Facebook strategy through reporting and benchmarking
- How to advertise on Facebook

Upcoming dates

London	£289
9 Mar (half day)	
Manchester	£289
2 Mar (half day)	

LinkedIn for Greater Visibility and Increased Sales

LinkedIn, the leading B2B network online, is arguably under-used by its users but can be very powerful when used to its full potential. Using live demos, this half day course will guide you through each aspect of LinkedIn, from profiles to apps, to groups, and utilising each of these features to grow your reach, visibility and sales. See how LinkedIn fits with a listen-plan-engage approach to social media.

You'll discover how a well managed LinkedIn presence, both personally, and for your organisation, based on adding value through shared expertise, will increase your credibility online.

What you'll learn

- Ways the platform can help your B2B efforts
- How to optimise and increase the visibility of your LinkedIn profile
- How to build and sustain a group of connections
- Creating, managing and engaging with groups
- Advanced search techniques and tactical tips

Upcoming dates

London	£289
25 May (half day)	

Using Twitter Effectively

Many high-profile brands in the B2C and B2B space have realised the potential of Twitter as both a customer service and online reputation management tool. If conversations are occurring across Twitter about your brand or industry sector, it's wise to join that conversation.

Whether you're completely new to Twitter, or grappling to understand its value in a business context, this half day course will arm you with practical knowledge and skills for using Twitter more effectively. You'll be introduced to free tools for monitoring conversation around your brand and industry keywords, while also advising on how to set-up watchlists.

What you'll learn

- How Twitter could help your business, or your individual social profile
- Get up and running with Twitter, individually and/or for your brand
- Understand how to monitor for brand and keyword mentions across Twitter
- Be well versed in Twitter etiquette, tools and techniques

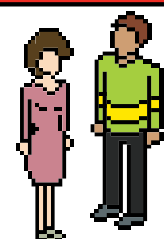
Upcoming dates

London	£289
9 Feb (half day)	

Get qualified in Online Engagement and Community Management, Social Commerce or Reputation Management – take a look at Econsultancy's Graduate Certificate courses on page 26.

Book any two of our Social Media & Online PR half-day courses for £495.

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



Mobile Marketing

Have you read Econsultancy's Mobile Marketing Beginner's Guide? It's free to download!



Introduction to Mobile Marketing

With smartphones forecasted to overtake PC shipments in 2012, mobile marketing is rapidly becoming a necessity for organisations, rather than an optional discipline in their marketing strategy.

The course is aimed at both marketing practitioners and students alike who are looking to gain a comprehensive and structured insight into mobile marketing. Primarily aimed at those with little or no previous mobile experience, it is ideal for anybody looking to develop a broad expertise in this emerging channel. You'll cover technical issues, best practice and insight into consumer behaviour, all backed up by practical examples and the latest research.

What you'll learn

- How to use the six core disciplines of mobile: sales promotion, advertising, mCRM, brand engagement, advertising response and mobile experiential
- How to generate real revenue through the mobile channel
- Develop a strategic approach to define how it fits into the customer experience
- How apps and mobile internet can be deployed to assist brands get their message across

Upcoming dates

London	£525
18 Jan, 19 Apr	
Manchester	£525
31 Jan	

Mobile Strategy and Implementation

An ideal follow-on from our Introduction to Mobile Marketing session, or for marketing practitioners with previous experience in the field, this course will demonstrate how businesses can fully realise the benefits of mobile interactivity.

Combining theoretical understanding of mobile's role in the marketing arena and practical exercises, you will learn how to build a top-down mobile strategy, encompassing all consumer touchpoints, to future-proof businesses against users' ever-changing mobile interaction with brands.

What you'll learn

- How to plan and developing a mobile strategy for use within your integrated marketing strategy
- Implementing your mobile campaigns and how to promote mobile creative
- Testing, measuring and optimising your mobile campaigns
- The latest regulation and best practice in the mobile channel

Upcoming dates

London	£525
28 Feb, 10 May	

Creativity and Innovation in Mobile

Mobile marketing has become a broad and sophisticated channel with pioneering brands reaping the benefits from mobile CRM, apps and much more. However, while the explosion in usage of smartphones is making mobile a vast media landscape, it presents challenges for marketers wishing to effectively reach their target consumers.

Suitable for those with previous knowledge of mobile marketing, this day is aimed at helping you to understand the latest range of creative and innovative technology options which are available across the mobile landscape.

What you'll learn

- An overview of the latest trends in mobile (location, augmented reality, mCommerce, etc) and their practical applications for marketers
- How to exploit the emergence of the iPad and other tablets
- How mobile content and gaming can enhance customer experience and guide behaviour
- Inspirational examples and real life case studies of mobile innovation currently being used by marketers

Upcoming dates

London	£525
21 Mar	

Book any combination of Mobile courses to save up to a third on the total cost.

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

“ A great chance to meet people from other organisations and discuss approaches to mobile strategic planning. ”

**Digital Planner,
Cancer Research UK**

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

Upcoming dates

London £525
24 Jan, 28 Mar, 15 May

Advanced Email Marketing

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. The course will 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

Upcoming dates

London £695
7 Mar



“ Good format, good group, lots of interesting hints and tips, and an excellent trainer. ”

Web Officer, PCS

Econsultancy paid membership gives you a discount of 10% on all training courses (20% for Diamond Members)

Visit econsultancy.com/membership for details

Web Analytics

Deep-dive into Analytics or E-commerce with Econsultancy's new Analytics and Optimisation on page 27, and Online Selling, Merchandising and Promotion Graduate Certificates on page 31!

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, 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

Upcoming dates

London	£695
7 Feb, 9 May	
Manchester	£695
7 Mar	
Edinburgh	£525
3 Apr	

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.

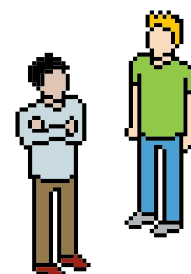
It will show you how to produce a plan to develop the most appropriate metrics, tools and a digital marketing improvement process for your organisation. You'll work out what the Key Performance Indicators are for your organisation, and learn to apply different analytical techniques to get the best out 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

Upcoming dates

London	£525
14 Mar	
Manchester	£525
25 Apr	



“ The training was great and well exceeded my expectations. I liked the combination of theory and practice, the interaction teacher/students, the teaching style, the amount of information that the trainer managed to get across. ”

**SMB Segment
Marketing Manager,
HP International**

E-commerce

E-commerce Usability and Best Practice for Online Retailers

For e-commerce sites, usability is one of the largest contributors to customer conversion and retention rates. This course will identify and explain a range of best practice techniques taken from SME and blue chip retailers which you can implement into your organisation's own e-commerce platform to drive conversion rate improvement.

Focusing on three key stages of the buying journey – product page, shopping basket and the checkout process – this training course will provide you with a wealth of knowledge and industry-leading insights that can be utilised to make iterative usability improvements to your e-commerce platform.

By applying best practice usability principles throughout the customer journey, your organisation can increase the amount of visitors who convert from browsing to shopping.

What you'll learn

- Evaluate your own e-commerce operation against the presented best practice techniques and implementations
- Develop the business case for improving the usability of your company's e-commerce platform
- The effect on customer confidence and user experience that different approaches have during the buying lifecycle

Upcoming dates

London	£525
23 Feb	

Leadership and Change in E-commerce Organisations

In this second decade of e-commerce, with digital revenues vital to businesses, there is a need to fully integrate digital activity in the business while, at the same time, meet the growing call to make digital teams fully accountable for performance.

This course builds upon established management good practice to look at the distinctive needs of online and e-commerce teams: how to build them, understanding the competencies, communication in the team and across the business, building effectiveness, leadership and transformation.

What you'll learn

- The right structures, strategies and behaviours to help you to build, manage and lead a successful digital team
- Established management best practice to look at the distinctive needs of online and e-commerce teams
- Which skills should be outsourced or managed in-house
- How to move a team to a different level of capability, operating model or level of performance

Upcoming dates

London	£525
15 Mar	

Online Merchandising – Selling in the Digital Age

This one-day intensive 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-optimise 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

Upcoming dates

London	£525
29 Feb, 31 May	

Web Project Management

Web Project Management

Managing web projects is difficult: mixed teams, experts in different areas and stakeholders frequently pull you in different directions, and tight deadlines add additional pressures. Throw in changing requirements, high expectations, tight budgets and time restrictions and what is needed is a workable project management technique to provide structure and control that's flexible enough to handle evolving requirements.

This course adopts an agile approach that combines the right level of control with flexibility.

What you'll learn

- Quickly and effectively capture requirements and deliver on-time and to budget, even in a rapidly changing environment
- Deliver early return-on-investment using agile incremental delivery methods
- Meet all stakeholder requirements by introducing shared goals
- Ensure that the delivery is of the highest quality

Upcoming dates

London	£525
18 Jan, 13 Mar, 30 May	
Manchester	£525
23 Feb	

Avoiding Web Project Disasters Workshop

Delivering a web project on time and to budget with all the features the users asked for is a tall order. So many things can go wrong: the content might be late, the developers might have underestimated the workload, the delivered site might not work in the way you expected. How can you ensure that this doesn't happen?

This course identifies a number of common pitfalls and introduces strategies for avoiding them happening or mitigating their effects if they are already affecting your project.

What you'll learn

- Typical web project failures to watch out for and what to do about them
- How to reduce dependencies between tasks in order to minimise the risk of projects going off the rails
- The importance of testing early and often to ensure quality
- How to re-prioritise a project's requirements and re-plan to get a project back on track when necessary

Upcoming dates

London	£525
18 Apr	

Planning Web Projects Workshop

Planning web projects can be a complex task – different work streams such as content creation, usability, design, front-end coding and back-end development all have different constraints and dependencies.

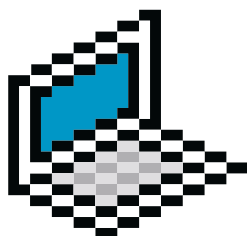
Using the best techniques from traditional approaches such as Prince2 and newer Agile methods, this workshop shows you how to create a robust plan for your project by enabling parallel development, reducing dependencies and allowing for the inevitable changes in requirements during the course of the project. This course is designed as a follow-on from our Web Project Management course.

What you'll learn

- A project planning method that is tailored to web projects, avoiding excess paperwork, but strict enough to ensure a well-run project
- An approach for dealing with uncertain initial requirements and scope that changes through the life of the project
- Deliver a tactical plan to meet strategic goals, allowing for testing phases and incorporating feedback
- Delivering a plan that is most likely to result in an on-time and to-budget project

Upcoming dates

London	£525
28 Mar	



Book any combination of Web Project Management courses to save up to a third on the total cost.

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

Customer Experience

Persuasion Marketing

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

Upcoming dates

London 6 Mar	£525
Manchester 1 May	£525

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

Upcoming dates

London 24 Jan, 29 Apr	£525
Manchester 23 May	£525

“ Very comprehensive, the right level of detail and time for questions and discussion. ”

Head of In-house Creative Studio, Oxfam GB

Customer Experience

Creating Superior Customer Experiences

As online shopping becomes more refined, it's becoming increasingly important to differentiate your brand through superior customer experience. If you're involved in developing a new website or improving the customer experience of an existing site, this course will highlight the key steps involved in building and maintaining great online experiences for your customers – leading to improved long-term customer engagement and loyalty.

You'll explore the key activities involved in creating and measuring engaging online experiences from a 'Total Customer Experience' perspective – integrating across channels and beyond the limited online transaction.

What you'll learn

- How a deep understanding of your customers leads to better design and content decisions
- Discover how great experience is about delivering more than the mechanics of usability
- Understand the fundamentals of persuasive design and where to apply it
- Be aware of how to test an existing site or site in development to identify any issues with your customer experience

Upcoming dates

London 24 Feb	£525
Manchester 15 Mar	£525

eCRM Masterclass

Old-school Customer Relationship Management is not up to the challenge of the new web channels, social media and mobile engagements. This course will take you through the essentials of the new approach to eCRM.

You'll learn a strategic, holistic and structured approach to planning, designing and deploying CRM solutions that harness the power of integrated digital and offline channels.

You'll come away with a clear idea of how to design and execute a high-performance eCRM solution that drives revenue – and can prove it.

What you'll learn

- How to define an optimal CRM strategy synchronised with brand and business strategy
- Identify customer life cycle management opportunities and requirements and define key performance metrics
- Translate the CRM strategy into a customer communications plan
- Understand the underlying data and technology set underpinning the CRM solution

Upcoming dates

London 1 Feb	£525
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“ We could ask questions, contribute ideas or thoughts and talk about examples or problems from our own roles and organisations – this enabled me to get much more out of the course than some traditional styles where you're just talked to. ”

**Digital Marketing Executive,
Benenden Healthcare
Society**

Get ahead of the competition with Econsultancy's Graduate Certificate in Creating and Managing Customer Journeys – see page 30 for details!



Online Advertising

Ad Ops for Beginners

At the start of an online advertising career, there is a large amount of information to be processed. As a trafficker, you are expected to be able to traffic campaigns within a short space of time with limited training. However, it can take months to develop knowledge of the various aspects of online advertising and ad operations.

This interactive course offers a comprehensive overview of ad ops and will cover the essentials of online advertising, processes, metrics, pricing, ad products and targeting.

What you'll learn

- The essentials of online advertising, giving you an overview of the industry, key players and functions within ad ops
- Online advertising processes, metrics and pricing
- How to use different advertising products, including rich media, online video and mobile
- Effectively targeting your advertising – geographically, behaviourally, and more

Upcoming dates

Please see website for latest dates.

£525

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

Upcoming dates

London	£525
16 Feb, 31 May	
Manchester	£525
8 May	

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 ten 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

Upcoming dates

London	£525
5 Jul	

“ The level of content detail, combined with the knowledge and experience of the tutor, meant that the course was very useful and I was able to bring away a good number of takeaways. ”

E-commerce Analyst, Speedo International Ltd

Management Essentials

Creating an Innovation Culture

Innovation is what separates good companies from excellent ones and what changes a cottage industry into a mega-selling widely-loved brand. Implementing innovation into your business is not only easier than you might think: it's essential.

This course aims to guide managers and senior executives through the background of innovation culture, learning tools and techniques, through to implementing these in the organisation. Innovation isn't a 'black art', it's something that can be managed, and we'll look at some success stories and what they can mean for your teams. Through theory, real-world examples, and practical methods – this course aims to inspire you: taking action to make your organisation more agile and inventive.

What you'll learn

- Be able to explain the benefits of innovation to your organisation
- Recognise obstacles to innovation in your organisation
- See new ideas as a powerful competitive advantage
- Learn tools and techniques to make innovation happen
- Take away some simple steps that can be implemented immediately
- Formulate and present a case for change

Upcoming dates

London £525
27 Mar

Marketing Automation – Optimising the Lead and Revenue Pipeline

Marketing Automation provides the glue and marketing infrastructure from which all other activity and programmes can be launched for a truly single view of the both prospects and customers. This one day course covers the selection and implementation of marketing automation platforms, aligning sales and marketing, best practice in lead gen. and nurturing and increasing response rate and engagement through dynamic personalised content.

This course is ideal for marketing leaders wanting to effect change in their organisations or for digital marketers and marketing managers who are frustrated at the lack of a truly joined up approach to their current marketing initiatives.

What you'll learn

- How to implement marketing automation effectively
- How to drive sales and marketing alignment in your organisations
- Integrating inbound and outbound marketing programmes
- Automating campaigns for truly predictable pipeline
- Increasing response rates and engagement through dynamic personalised content

Upcoming dates

London £525
14 Mar

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

Upcoming dates

London £525
29 Mar

“ It was good to have real-life examples presented to us and an honest, unbiased view of different marketing automation providers. ”

Marketing Executive, Moss Express

“ The small group facilitated real opportunity to get involved. ”

**Digital Brand Executive,
GlaxoSmithKline**

Legal Essentials for Digital Marketers

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, as well as accessibility compliance issues.

Fully updated for 2012, 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!

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

Upcoming dates

London	£525
28 Feb	

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

Upcoming dates

London	£525
25 Jan, 17 May	
Manchester	£525
22 Mar	

Advance your career and take on a leadership role with Econsultancy's Digital Business and Account Management Graduate Certificate – see page 29 for details!



Graduate Certificates



Looking to supercharge your CV and climb the career ladder this year? Our new Graduate Certificate programmes are for you. Offering a challenging series of academically accredited part-time courses, they'll enable you to master a specific digital discipline in six months.

Led by expert-practitioners, our certificates combine face to face classes, supported online learning and work-based assignments, allowing you to develop and apply your skills from day one. Graduate Certificates are not simply about gaining a qualification, they are a robust route to becoming a confident practitioner in your chosen field.

Why learn with Econsultancy

Based on rigorous competency frameworks and developed by Econsultancy's expert faculty, the Graduate Certificates directly address the specific skill sets that lie at the heart of digital business. The structure of the programmes allows for content to evolve in step with the industry, so you can be sure you're always at the cutting edge.

On graduation, not only will you be equipped with the skills and hands on experience to take ownership of planning, executing, measuring and optimising activities in your chosen field, you'll also understand how to undertake continuous learning, benefiting from the support of Econsultancy's alumni group and ongoing access to research and resources which will help you stay ahead of the game.

Apply or register your interest
in any of the Graduate
Certificates today

Call us on +44 (0)20 7269 1479 or
email training@econsultancy.com

Who and how?

Econsultancy's certificates are specifically designed for professionals in full time work who are looking to move into digital, consolidate existing skills or develop a professional specialism to boost their careers.

Each certificate is made up of two modules and takes six months to complete. Applications are accepted year round and limited intakes are offered on a rolling schedule, with the most popular programmes run most frequently. We also offer in house and bespoke delivery options – please contact us to find out more.

The Courses

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Reputation Management in a Digital World	30
Online Selling, Merchandising and Promotion	31
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Analytics and Optimisation

Digital marketing offers an unparalleled opportunity to continuously optimise campaigns, content and processes based on effective data analysis, resulting in increased conversions. However, the sheer amount of data available can present a problem for marketers looking to make effective changes to their online activities.

This certificate will provide you with the skills to select appropriate measures of success, drawing useful conclusions from the data available. It will explore the tools and methodologies available for data collection and analysis, and how the information can be applied to test approaches and increase conversion and retention rates. The certificate also pays specific attention to the integration of on and offline data to increase performance and examines the importance of a single customer view, segmentation and personalisation.

Duration: Two modules (12 weeks each)

What you'll learn

Module one: Online measurement

- The core web analytics metrics presented in standard reports, their origins and their limitations
- Establish clear high-level objectives for sites and major initiatives, and document the KPIs required
- The strengths and weaknesses of different analytics and testing tools and select the appropriate toolsets for increasing performance in different contexts
- Identify and specify the data points to be captured to enable effective analysis for a given site, and understand the technical dependencies
- Track and segment campaign performance based on conversion, revenue, cost and return on investment

Module two: Optimisation

- Identify the key stages in the conversion funnel and drive optimization of completion rates at each stage
- Use appropriate engagement metrics and content analysis to feed qualified traffic into the funnel
- Isolate customer and prospect segments based on profile and behaviour to improve targeting
- Basic testing to improve content and user experience and increase conversion, retention and cross-sell
- The impact of cross-channel customer activity and how on and offline data can be combined to increase performance

Upcoming dates

Starting 2 May 2012

£2,450

Search Engine Optimisation

Achieving good search engine visibility is an essential part of an effective digital marketing strategy. Although the basics are fairly widely understood, having a solid advanced knowledge of search engine optimisation techniques can set your business apart and have a significant impact on customer acquisition.

This certificate will guide you through the entire SEO process, from building awareness of the importance of SEO in acquiring customers to undertaking initial keyword research, website auditing, planning and strategy and hands on implementation (both on and off site). You'll graduate with a thorough understanding of all aspects of SEO and practical experience of achieving SEO success.

Duration: Two modules (12 weeks each)

What you'll learn

Module one: SEO Fundamentals

- The principles of search indexing and the relevancy ranking of results, including the concept of PageRank
- The central importance of key-phrases and how the operation of search engines revolves around them
- Basic search marketing research, including keyword traffic analysis and landing-page keyword assessment
- Understand the role search has in web browsing and key factors in maximizing search marketing performance
- Develop a simple bullet-point SEO strategy for a highly keyword focused niche website

Module two: SEO Competency

- The principles of link equity to be able to explain differences in search ranking due to inbound links
- How search engines rank different on-page signals for key-phrase significance
- Audit the SEO performance of two web sites and make distinct, relevant recommendations for their improvement
- The role of search in the buying cycle and how attribution modelling is essential to assessing business performance across different online acquisition channels
- Develop a multi-faceted SEO strategy for a diverse keyword e-commerce site

Upcoming dates

Starting 2 May 2012

£2,450

Payment plans and early bird discounts available when applying before 30 January

Call us on +44 (0)20 7269 1479 or email training@econsultancy.com

Social Commerce

Social retailing focuses upon the role of social media in multichannel retail, considering how we can effectively monetise our engagement with customers (directly and indirectly).

The certificate will consider the aspects of online social behaviour insofar as they offer opportunities for retailers to learn, communicate with customers, extend brand values and, ultimately, sell and provide customer service.

Upon graduating, you'll be able to state the case for social retailing, plan the social dimensions of selling alongside online merchandising and promotion, and implement the plan across the main social media channels. You'll also develop an awareness of integrating the voice of the customer into offline channels, and how to structure teams and produce measurement frameworks to support social retailing.

Duration: Two modules (12 weeks each)

What you'll learn

Module one: Planning and launching social retailing

- Understand the social retailing landscape – channels, approaches, trends, examples
- Gain buy-in for social retailing activities from senior management via a reasoned business case
- Effectively plan for launch and implementation approaches to seeding conversations, the voice of the customer, soliciting and managing input
- Design a customer experience taking into account engagement across owned sites, network sites (e.g. Facebook, YouTube) and conversational channels

Module two: Integrating social retailing

- Develop operational management approaches to support social retailing activity at scale and maturity, including performance frameworks and KPIs
- Effectively analyse a range of data sources to build insight and behavioural models as the basis for trends forecasting, selling activity and customer engagement plans
- Integrate social retailing knowledge and skills into the digital team, support functions and multichannel colleagues
- Reflect social retailing insights and requirements within other channels (e.g. the store, mobile, contact centres) to provide a unified experience to the customer and increase effectiveness of activity
- Future and near-future trends in social, mobile, display, behavioural and social sciences and technology and their possible impact on social retailing opportunities

Upcoming dates

Starting June 2012

£2,450

Online Engagement and Community Management

Creating successful communities online requires careful management, a deep understanding of your customers' needs and the ability to create content which keeps individuals actively engaged with your brand well beyond a transactional or service-based relationship.

This certificate aims to provide you with a thorough understanding of what makes a successful online community, examining available channels, recruitment and retention strategies, and how to balance the rules of engagement with your need to fulfill a range of organisational objectives. You'll also explore the role of content in attracting and retaining community members and how to effectively create and curate content to maximise its impact.

Duration: Two modules (12 weeks each)

What you'll learn

Module one: Creating and managing online communities

- The key channels and tools for community creation and management
- Define clear long-term and short-term objectives and goals for community creation and management and measure success using multi-platform tools and techniques
- Design, implement and integrate a sustainable community management plan using the appropriate tools and techniques
- Moderate and manage a community without losing sight of objectives and goals or the specific dynamics of communities and groups
- Evolve a community management strategy as objectives and goals change and communities develop

Module two: Content creation and curation for online communities

- Design a content plan that is deliverable through chosen community channels with mapped and measureable outcomes
- Create content that is technically, creatively and legally sound for the chosen channel
- Apply content curation techniques to a network
- Implement a content and curation plan that allows assets to be re-purposed for other channels
- Distribution techniques that enable community recruitment and grow

Upcoming dates

Starting 5 September 2012

£2,450

Digital Business and Account Management

This certificate has been created specifically to meet the needs of individuals who find themselves in management positions more by accident than design. The modules combine to ease the transition, equipping you with the commercial and business skills you'll need to take on a leadership role over and above your specialist area of knowledge and play a positive role in achieving overall business objectives.

Duration: Two modules (12 weeks each)

What you'll learn

Module one: Leading a digital business

- Be capable of describing the impact of key trends in digital marketing on different types of B2B and B2C businesses
- Think strategically about your business and differentiate it from the competition
- The fundamental principles in achieving profitable business growth
- How to apply the concepts of situational leadership in leading a business
- How to create value in your business by harnessing innovation to develop intellectual property in product and service delivery

Module two: Leading a digital team

- The contribution of good leadership and managerial skills in developing high performing teams
- Recognise the needs of other team members and how they can be most effective in specific team roles
- Building rapport through using applied psychology to recognise personality types and develop powerful interpersonal relationships
- Deal with the potential conflicts that arise with projects and client management
- Understand the importance of and be able to recognise effective communication

Upcoming dates

Starting October 2012

£2,450

Receive an internationally recognised qualification from this practical, part-time learning option

Find out more by calling +44 (0)20 7269 1479 or emailing training@econsultancy.com

Integrated Marketing Communications

Planning and executing integrated marketing communication (IMC) campaigns presents a number of challenges, both in terms of effective management and overcoming technical and organisational barriers.

You'll acquire a thorough understanding of the range of marketing channels available, both on and offline, and how to select the most appropriate channels given their organisational objectives and customer needs. Practical assignments will help you develop an awareness of the possible technical and organisational issues which may become barriers to effective IMC and provide a range of tools and models with which to manage these effectively. You'll graduate with practical experience of planning and implementing a campaign, testing their approaches, quantifying outcomes and measuring success.

Duration: Two modules (12 weeks each)

What you'll learn

Module one: Integrated marketing channels

- Current marketing theory on why IMC improves marketing impact
- Identify what management information is necessary to develop IMC plans and the role of different analytics tools to measure marketing impact
- Appropriate online and offline marketing channels to achieve different marketing objectives
- IMC plan development to achieve given marketing objectives
- Understand the basic issues and barriers involved in implementing an IMC plan and be able to use a range of techniques to overcome them
- Organisational and technical issues and barriers involved in implementing IMC plans

Module two: Integrated marketing management and measurement

- Key management, research, data capture and data management tools available to help implement and manage IMC plans
- Develop a customer journey map and use it in the development of an integrated customer contact strategy
- Identify appropriate research and data capture/management processes to quantify IMC outcomes
- Understand how IMC plans can be adapted to fit within existing organisational and technical constraints

Upcoming dates

Starting October 2012

£2,450

Creating and Managing Customer Journeys

The key to delivering an excellent customer experience and all the associated benefits of this (such as increased conversions, increased loyalty, decreased cost of production and maintenance) is to understand the wants, needs and expectations of different customer types and how these might interact with your on and offline channels.

This certificate will guide you through the user journey design cycle, from defining objectives and undertaking customer research through to developing interactive concepts and carrying out user testing. You'll gain practical experience of wireframing and prototype design, as well as gaining insight into key factors such as usability and persuasion, enabling you to assess customer journeys on your own site and use established methods to make confident and robust recommendations for improvement.

Duration: Two modules (12 weeks each)

What you'll learn

Module one: Understanding customer experiences

- The essential elements and benefits of delivering an enhanced customer experience
- Appropriate techniques to deliver real insight in order to define customer wants needs and expectations
- Define a customer experience plan including goals and metrics
- The essential bedrocks of delivering an excellent and optimised end to end customer journey: usability and persuasion
- Undertake basic research and evaluation to improve customer insight, validate information coming from other sources, and assess designs and interfaces for online interaction

Module two: Creating customer experiences

- Understand the elements and activities required to construct and deliver an enhanced customer experience
- Bridging the gap between customer insight and knowledge and the physical interaction with customers via on and offline channels
- Concept development and design ideation for interaction across mobile and web channels
- Information architecture blueprints and wireframe solutions for illustrating and prototyping the customer experience journey
- The benefits of user testing and undertaking effective basic testing on prototypes and existing systems

Upcoming dates

Get in touch to register your interest

£2,450

Reputation Management in a Digital World

In an increasingly complex and fragmented digital landscape, a robust approach to reputation management is essential. The pitfalls and challenges of poor reputation management are numerous, but the rewards and benefits for organisations who take a well-planned and coordinated approach are significant.

The certificate will provide you with a thorough insight into stakeholder management, tool selection and approaches to crisis management. It will also explore the organisational requirements to sustain good reputation management practices, and examine the strengths and weakness of a range of tools available for identifying key target audience influencers. You'll be challenged to consider how effective reputation management can have a positive impact beyond the target audience as well as learning how to define, track and report reputation management KPIs.

Duration: Two modules (12 weeks each)

What you'll learn

Module one: Reputation management fundamentals

- Understand the core theories and principles of reputation management in a digital world
- Identify the breadth, reach, benefits and pitfalls of online reputation management
- Assess which tools & techniques to use for online reputation management
- Identify appropriate stakeholders across the business to involve in reputation management efforts and the issues and barriers that might exist
- Understand the core components of crisis management planning for online reputation management

Module two: Reputation management: Effectiveness in action

- Implement tools & techniques for identifying key influencers of a brand or organisation's reputation online
- Identify the reputation management requirements for a brand or organisation and develop an outreach and engagement programme
- Identify where reputation management activities online connect with other organisational consumer communication channels and departmental activities
- Develop and oversee the implementation of a crisis management plan
- Define the KPIs for tracking and reporting on the value and impact of online reputation management efforts and investments

Upcoming dates

Get in touch to register your interest

£2,450

Online Selling, Merchandising and Promotion

Selling is at the heart of e-commerce and the online merchandising professional is the force that connects the business brand with promotions, product, personalisation, process – all the tools of the enterprise – with the customer's cash, time and again.

Planning for effective selling online encompasses a range of activities: ranging for the web, online merchandising ('searchandising') and promotion and data integration, creation and collection. Online merchandisers also need to consider mobile channels and devices and how the social sphere impacts their activities. Increasingly the online merchandiser is required to consider the offline/store environment too, and this certificate will prepare you to take a considered approach to drawing all resources and channels within the business to a multichannel focus upon selling.

Duration: Two modules (12 weeks each)

What you'll learn

Module one: Planning for online selling

- The ability to construct a proposition, undertake range planning and plan the 'digital store'
- Understand algorithmic selling – linking customer behaviours and segments/profiles to presentational and promotional algorithms supported by analytics and test/optimize strategies
- How to select appropriate KPIs and measures of success, contributing to a selling performance framework
- Structuring teams for effective selling online
- Baseline performance against industry and sector best practice, while also planning for emerging trends and developments

Module two: Multichannel selling

- The impact of mobile and social media on selling and how this affects data collection, customer behaviour and analytics insights
- How to integrate cross-channel activity and ensuring that online and store experiences work together seamlessly
- Create an effective programme for selling cross-channel, converting 'purchasers' to 'customers'
- Working with buying and merchandising and offline brand/marketing teams to optimise processes and performance
- The role of data to underpin multichannel insight, from the many existing sources of data, whilst planning for near-future sources (eye tracking, face recognition, RFID, tagging etc.)

Upcoming dates

Get in touch to register your interest £2,450

eCRM

Customer Relationship Management (CRM) is now a mature discipline central to overall business and marketing strategy. As new digital channel opportunities emerge, particularly in the fields of social and mobile media, it is important for marketers to understand and exploit these in order to maximise ROI from their marketing budgets.

This course aims to provide a structured, top down explanation of how to understand and execute an effective eCRM strategy and explore the increasingly important field of social CRM. Using practical examples and proven analytical frameworks it will equip students to understand the opportunities and challenges presented by effective CRM strategies.

Duration: Two modules (12 weeks each)

What you'll learn

Module one: eCRM

- Understand the history and context of eCRM within the overall business strategy; the different types of eCRM and the fundamental principles of eCRM
- Understand the functional components of an integrated eCRM solution, how they relate to each other and combine to manage customer life time value and marketing integration
- Review different eCRM vendor offering and understand how to systematically evaluate these against business needs
- Learn how to define a clear statement of business need (what is required) and then show how this could be delivered by an eCRM system
- Use eCRM theory and frameworks to analyse specific business scenarios to design and deploy appropriate eCRM solutions that underpin high performing marketing programmes

Module two: Social CRM

- Understand the practical application of social CRM and relate this to more traditional eCRM models
- Understand the new social CRM toolkit and the specific components and capabilities at a marketer's disposal
- Understand how social CRM techniques can deliver a step change in value for consumers and radically transforms the overall CRM strategy
- Understand the technology set and vendor landscape of social CRM infrastructure and tool kits
- Define the new KPIs that social CRM introduces to the eCRM management process

Upcoming dates

Get in touch to register your interest £2,450

MSc Degrees

We've asked a small number of our MSc delegates to keep us up to date with their progress as they tackle the programme head on – read their diaries online!

Accelerate your career, formalise your existing skills and build strong relationships with committed, innovative digital professionals: our MSc programmes offer industry-led training combined with an internationally recognised qualification.

Econsultancy's MSc courses are intensive, challenging, hands-on programmes taught by the very best in the business. As well as receiving an internationally-recognised, postgraduate qualification, you'll come away with the confidence that you really know your stuff – and have proven it at the highest level.

These programmes, accredited by Manchester Metropolitan University, are undertaken via part time study, making them the ideal choice for professionals in employment with more than two years' experience who want a professional qualification which fits around their current work commitments.

Applications are accepted all year round – don't miss your chance to stand out from the crowd!!

Call us on +44 (0)20 7269 1479 or email masters@econsultancy.com



“ The MSc has been a tremendous learning experience and I'm thrilled to have earned a distinction. Marks aside, the programme has been an extremely positive challenge, allowing me to explore the digital landscape in more depth than I could through work alone. I have developed a significantly more strategic approach to digital marketing and being able to apply what I'm learning in the work environment demonstrates that I've graduated confident in my skills, rather than simply waving a certificate. There's plenty more to learn but I feel a lot more confident about tackling the challenges of this fast moving industry with the MSc qualification behind me. ”

Marketing Manager, Trutex

Big-name delegate peers:

Monsoon Accessorize, ASDA, KGBDeals, Net-a-Porter, Shop Direct, Debenhams, Evans Cycles, Walmart, Independant, Lakeland, Vodafone, Lloyds Pharmacy, House of Fraser, John Lewis, Santander UK, HP International, Met Office, DHL, TUI Ski, Expedia, Orange, British Council, LV.com

MSc in Digital Marketing Communications

Our most popular course covers 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 to be challenged.

What you'll learn

Stage 1

Postgraduate Certificate in Digital Marketing Communications

Module 1: Strategy and Planning for Digital Development

Module 2: Monitoring, Measurement and Management

Module 3: Integrated Marketing Communications Planning and Control

Stage 2

Postgraduate Diploma in Digital Marketing Communications

Module 4: Customer Acquisition and Conversion Concepts in Digital Marketing

Module 5: Customer Management and Retention Concepts in Digital Marketing

Module 6: Developing Professional Practice

Stage 3

MSc in Digital Marketing Communications Dissertation

April and September 2012 intakes

MSc in Internet Retailing

If you're more focussed on e-commerce, this three year part-time programme is the UK's first postgraduate qualification to specifically address the career and business needs of ambitious retail professionals. From marketing and strategy, customer insight and product development, right through to logistics, operations and successful leadership, graduates will emerge with the strategic and practical skills necessary to drive their e-commerce business forward.

What you'll learn

Stage 1

Postgraduate Certificate in Internet Retailing

Module 1: MSc in Internet Retailing Dissertation

Module 2: Product and Service Development

Module 3: Marketing, Strategy and Planning in Internet Retailing

Stage 2

Postgraduate Diploma in Internet Retailing

Module 4: Internet Retailing Operations and IT Logistics

Module 5: Strategy and People for Internet Retailing Leaders

Module 6: Developing Professional Practice

Stage 3

MSc in Internet Retailing Dissertation

September 2012 intake

In-company Programmes

Need to train your international teams too? Econsultancy can deliver in-company training worldwide!



Your team is not like any other. You're addressing specific challenges and opportunities with a particular skill set. That's where our bespoke, global in-company digital training comes in. We'll listen to your needs and design the perfect in-company training programme.

If you're training five or more people, the in-company training route offers great value for money. A dedicated training consultant will design a programme for your industry, organisational challenges and team experience level, delivered in the most appropriate format so you can achieve the results you seek.

Delivery formats

Skills training

Any of our training courses can be tailored to your industry, company and skill base. Programmes can be delivered at your premises or externally as one-off events or delivered across multiple sessions, and even countries!

Needs analysis

We can conduct a detailed assessment of your organisation's current knowledge and capabilities in order to structure a comprehensive training programme which will address knowledge gaps.

In-house academies

These are a combination of targeted briefing sessions, skills seminar, stakeholder workshops and consultancy services.

Internal events

From expert-led roundtables to an all-singing, all-dancing 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 mentor.

Webinars and on-demand content

So you can learn anytime, any place.

Tailored training in action

Our in-company training can be delivered in a variety of formats and styles to suit your organisation, goals and budget. Here's a recent example...

John Lewis

John Lewis Partnership is an employee owned company which operates the leading UK retail businesses – John Lewis and Waitrose.

Econsultancy has worked with the company to develop an on-going training academy for the online team to ensure that partners have a solid understanding of digital marketing, building intermediate to advanced skills to help them grow the business using specific digital channels.

Working with business leaders and internal leads, Econsultancy has developed a range of bespoke courses tailored to the retail industry that incorporate real campaigns, marketing activities and practical applications that challenge partner's commercial and brand perspective.

Over the course of 2011, Econsultancy ran a number of in-house training courses as a part of this training academy. Courses ranged from a customised two day 'Online Retailing – Selling in the Digital Age' fast track course to more advanced sessions on specific channels such as email marketing and search engine optimisation.

“ We've worked with Econsultancy across the online team to understand where we are as a business and tailor each course to our employees' specific knowledge levels. The courses have got our teams really engaged and encouraged them to openly share their knowledge from the courses across the business. Online selling continues to play a key role in what we do and we look forward to working with Econsultancy in 2012 and beyond to help our teams grow the business. ”

Manager, Home Online, John Lewis

Consultancy

As you transform your company or team into a digital marketing powerhouse, it helps to know where you are today, how you compare to the best in your field and how to accelerate your progress.

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. It's one of the reasons so many blue-chip companies turn to us for bespoke, in-house training. And it's also why top executives consider our consulting services an essential extension of their talent base. 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.

Our consulting services

Digital strategy development

Everything starts with strategy. We make sure yours is clear, actionable, measurable and aligned with your business goals, whether looking at the whole, or developing and integrating a specific area, such as social media strategy.

Capability audits

Technology, processes and people are what turn strategy into success. We assess your skills and resources, then recommend the investment and training you need to succeed.

Organisational change

Fully embracing digital often demands a fundamental change in your company's structure and processes. Our consultants have helped some of the worlds' top companies tackle challenges like:

- New departmental structures
- Revised processes and policies
- Skills strategies and roadmaps
- Change management and empowerment programs
- Technology migration and automation

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. Bespoke research can cover:

- Future trends in technology and its impact on your sector
- Consumer behaviour trends and its implications
- Marketing trends and patterns
- Market sizing and growth forecasts
- Competitive landscape and likely new entrants
- Benchmarking across all digital disciplines

Supplier selection

No digital team is an island. Our Supplier Selection Programme makes sure you find the partners that fit your needs and your culture. We know the entire market and we've seen what works in every sector.

Mentoring

Senior managers and directors often need personal advice and strategic support. We'll pair you up with a fellow senior marketer who has been there and done that. The result: a fast path to digital excellence.

Get in touch and talk to us about your requirements

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

Econsultancy SkillSet™



Econsultancy SkillSet™ is our digital marketing skills development practice for large organisations aiming for Digital Excellence – what separates the winners from the average performers.

Digital Excellence is not about making everyone in the company a digital guru. It's about giving everyone large, distributed teams a degree of digital literacy whilst elevating your key staff members to the right level of proficiency and expertise in the disciplines that matter most.

Our unique combination of digital marketing knowledge, training excellence and organisational change expertise – with global delivery capabilities – makes us the ideal partner for learning acceleration at scale.

And our unique methodologies, best-practice content and learning platforms inspire innovation and drive measurable improvement across every digital marketing discipline.

Wherever your team is today, your SkillSet™ advisor will design a high-impact engagement that delivers value early and often.

The SkillSet Benefits

Digital skills development is the most important battleground in business today.

And that's where Econsultancy SkillSet™ comes in.

Why do you need SkillSet™?

Because you want all these good things:

- More effective and efficient digital marketing and sales
- More responsive customer support and stakeholder relations
- Deeper, more relevant customer engagement
- Better returns on digital
- Increased board confidence in marketing & digital channels
- A digital-enabled organisation – beyond the web team

Critical competencies

Not every organisation needs to be great at every digital marketing discipline. And not every team member needs to be great at everything. An important part of the Econsultancy SkillSet™ process is to identify critical competencies and focus on maximising the team's proficiency in them.

By identifying critical competencies up front, SkillSet™ focuses your learning & development budget where it makes the most impact for your organisation.

Actionable Learning™

Econsultancy SkillSet™ drives a dramatic improvement in digital performance from the very first weeks of deployment. We call our approach Actionable Learning™ and it's changing the way marketing teams and entire organisations engage with their markets online. Actionable Learning provides useful, immediate results and drives measurable uplift where it matters most: in the marketplace.

Chosen by the best brands:

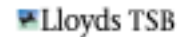
We've helped clients such as Vodafone, Random House, Lloyds TSB, DuPont, COI, DLKW Lowe, Tesco, John Lewis, Orange and Royal Bank of Scotland accelerate their journeys to Digital Excellence.

And we can help you too!

Get in touch for more information
on Econsultancy SkillSet™
programmes

Call our Client Services Team on
+44 (0)20 7269 1470 or
email skillset@econsultancy.com

Who we've worked with



Upcoming training dates for your diary

Courses do fill up, view our entire 2012 schedule and grab your places at econsultancy.com/learn

Course	Page No.	London	Manchester
Start your journey here			
Fast Track Digital Marketing	09	17/18 Jan, 21/22 Feb, 21/22 Mar, 24/25 Apr, 23/24 May	8/9 Feb
Search Engine Marketing			
SEO Marketing	10	26 Jan, 15 May	–
Advanced SEO Marketing Workshop	10	21 Feb, 25 Apr	25 Jan, 12 Jul
International and Multilingual Search Marketing	11	1 Mar	29 Mar
PPC – Getting to Grips with AdWords	11	8 Mar, 16 May	2 Feb
PPC Strategy for Managers	11	1 Feb	–
Rich Media & Video			
Online Video Strategies	12	1 Feb, 3 May	19 Apr
Video Production for the Web	12	8 Feb, 24 May	21 Mar
Content for the Web			
Blogging Strategy for Business using WordPress	13	19 Jan	–
Digital Content Strategy	13	7 Feb, 27 Mar, 8 May	–
Online Copywriting	13	2 Feb, 28 Mar, 29 May	9 Feb
Social Media & PR			
Social Media & Online PR	14	26 Jan, 22 Feb, 27 Mar, 22 May	22 Feb
SEO for PR Professionals	14	13 Mar	–
Advanced Social Media	14	31 Jan, 14 Mar, 26 Apr	16 May
Facebook for Marketers	15	9 Mar (half day)	2 Mar (half day)
LinkedIn for Greater Visibility and Increased Sales	15	25 May (half day)	–
Using Twitter Effectively	15	9 Feb (half day)	–
Mobile Marketing			
Introduction to Mobile Marketing	16	18 Jan, 19 Apr	31 Jan
Mobile Strategy and Implementation	16	28 Feb, 10 May	–
Creativity and Innovation in Mobile	16	21 Mar	–
Email Marketing			
Email Marketing	17	24 Jan, 28 Mar, 15 May	–
Advanced Email Marketing	17	7 Mar	–
Web Analytics			
Optimising your Site Using Google Analytics	18	7 Feb, 9 May	7 Mar
Web Measurement and Analytics	18	14 Mar	25 Apr
E-commerce			
E-commerce Usability and Best Practice for Online Retailers	19	23 Feb	–
Leadership and Change in E-commerce Organisations	19	15 Mar	–
Online Merchandising – Selling in the Digital Age	19	29 Feb, 31 May	–

Course	Page No.	London	Manchester
Web Project Management			
Web Project Management	20	18 Jan, 13 Mar, 30 May	23 Feb
Avoiding Web Project Disasters Workshop	20	18 Apr	–
Planning Web Projects Workshop	20	28 Mar	–
Customer Experience			
Persuasion Marketing	21	6 Mar	1 May
Usability and User Experience	21	24 Jan, 29 Apr	23 May
Creating Superior Customer Experiences	22	24 Feb	15 Mar
eCRM Masterclass	22	1 Feb	
Ad Ops for Beginners	23	Please see website for latest dates.	
Planning Effective Digital Media Campaigns	23	16 Feb, 31 May	8 May
Affiliate Marketing	23	5 Jul	
Management Essentials			
Creating an Innovation Culture	24	27 Mar	–
Marketing Automation – Optimising the Lead and Revenue Pipeline	24	14 Mar	–
Managing Digital Teams	24	29 Mar	–
Legal Essentials for Digital Marketers	25	28 Feb	–
Multichannel Marketing	25	25 Jan, 17 May	22 Mar

Course	Page No.	Start date
Graduate Certificates		
Analytics and Optimisation	27	2 May 2012
Search Engine Optimisation	27	2 May 2012
Social Commerce	28	June 2012
Online Engagement and Community Management	28	5 September 2012
Digital Business and Account Management	29	October 2012
Integrated Marketing Communications	29	October 2012
Creating and Managing Customer Journeys	30	Get in touch to register your interest
Reputation Management in a Digital World	30	Get in touch to register your interest
Online Selling, Merchandising and Promotion	31	Get in touch to register your interest
eCRM	31	Get in touch to register your interest

Course	Page No.	Intake
MSc Degrees		
MSc in Digital Marketing Communications	33	April & September 2012
MSc in Internet Retailing	33	September 2012





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