

# STRATEGIC ONLINE MARKETING

Leveraging the digital world to enhance customer experience



## DESCRIPTION

### HOW DO YOUR CUSTOMERS GET INTRODUCED TO YOUR PRODUCTS ON THEIR MOBILE PHONES?

What do customers learn about your service while browsing Facebook or Instagram? How can your organization leverage tools and strategies to enhance the experience of your customers online? This course provides insights into the new digital landscape.

Participants will learn to understand their customers' journey and build an effective online strategy for their organization. Participants will explore trends in Albania and the world and the impact of these trends on customers, the buying process, the role of email campaigns, Facebook ads, and search engine optimization. Presented by a current digital marketing consultant in Albania, this course will be highly interactive and engaging.

## LEARNING OBJECTIVES

This course is designed to provide participants with insights and practical tools that will be used to achieve the following benefits:

- Have increased confidence in developing strategic online marketing
- Understand the role of online marketing in the customer journey
- Utilize analytics to increase the effectiveness of campaigns
- Increase customer engagement with tools such as Facebook
- Help customers move from product awareness to purchase

## AUDIENCE

- Marketing & PR professionals at every level.

## COURSE DATES, TIME & LOCATION

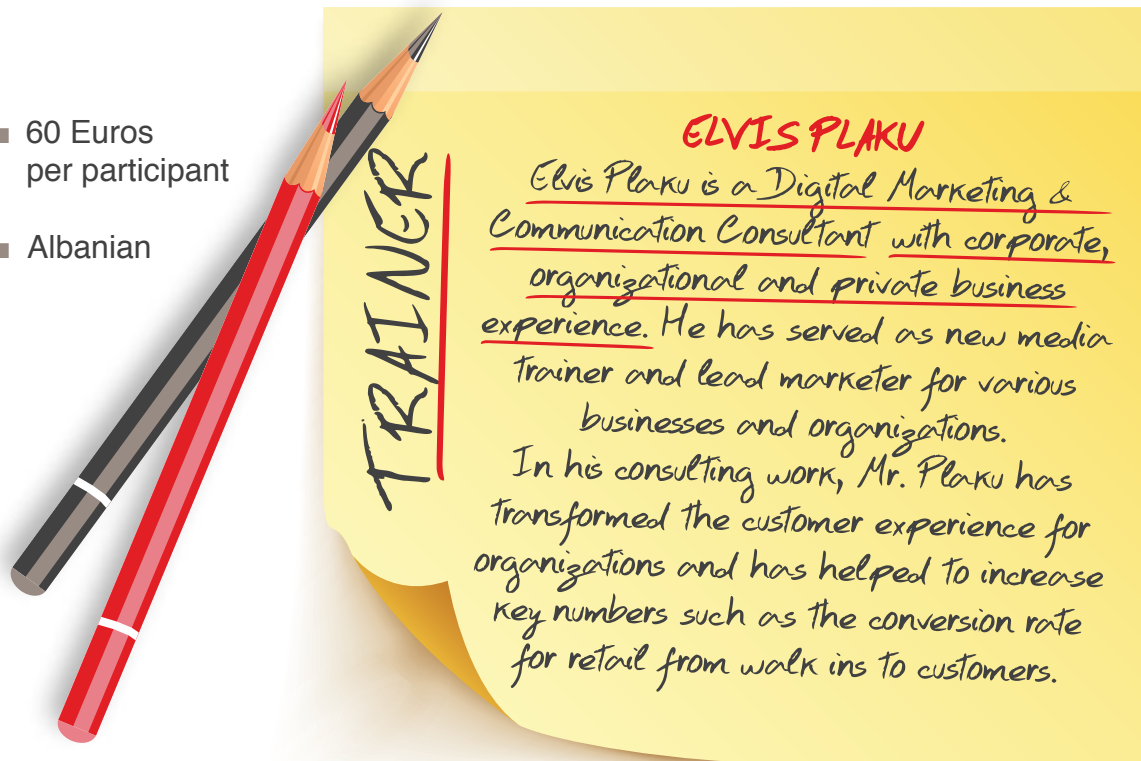
- November 7, 3:00-6:30pm
- Lincoln Center 2, Blloku

## PRICE

- 60 Euros per participant

## LANGUAGE

- Albanian



## TENTATIVE COURSE OUTLINE

**Part 1:** New Media: What is Strategic Online Marketing?

**Part 2:** Creating a Customer & Marketing Strategy

**Part 3:** The Customer Journey & Zero Moment of Truth

**Part 4:** Optimize your Strategy and Tools

**Part 5:** The Role of Analytics

LEARN FROM THE PEOPLE  
YOU TRUST



**LINCOLN CENTER 2** (Blloku)

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