BLACKBIRD FOR TRAINING

Preparation Digital Marketing Specialist in Strategy and Planning

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Lisbon (Portugal)

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PARTNER



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Introduction

Strategic planning in digital marketing has become a core requirement for organizations aiming to enhance their market presence, improve customer engagement, and increase performance outcomes. As digital channels expand and competition intensifies, professionals need structured knowledge and practical skills to build effective strategies, analyze audience behavior, and develop plans that support organizational goals. The Preparation Digital Marketing Specialist in Strategy and Planning course provides participants with a solid foundation in strategic digital marketing, supported by tools that help them design measurable plans, assess performance gaps, and apply advanced marketing methodologies to real business challenges.

This program is designed for leaders, team supervisors, and specialists across multiple departments who aim to strengthen their understanding of digital planning frameworks and develop competencies that support decision-making, campaign planning, and performance evaluation. It is also suitable for professionals seeking to elevate their capabilities in building structured marketing plans, improving customer reach, and addressing operational challenges in digital campaigns.

The value of this course lies in its ability to bridge conceptual understanding with real-world execution. Through a practical approach, participants learn how to align digital initiatives with strategic objectives, interpret key insights from market data, and build effective plans that contribute to organizational growth. This course equips learners with tools and models they can directly apply within their work environment to enhance digital performance and support strategic planning initiatives.

Course Objectives

- Understand the core concepts of strategic digital marketing.
- Identify key components of effective marketing plans.
- Apply tools and frameworks used in digital strategy development.
- Analyze audience behavior and market dynamics.
- Evaluate digital channels and select appropriate platforms for goals.
- Build integrated digital marketing plans.
- Interpret data from digital performance reports.
- Assess campaign effectiveness and identify improvement opportunities.
- Align digital marketing initiatives with organizational objectives.
- Develop practical skills for strategic decision-making in marketing.



Course Outlines

Day One: Understanding Digital Strategy Foundations

- Definition and scope of digital marketing strategy.
- Relationship between organizational objectives and digital planning.
- Differences between strategic planning and campaign execution.
- Key factors influencing digital success.
- Common mistakes in building digital marketing strategies.
- Initial assessment exercise on digital readiness.

Day Two: Market, Audience, and Data Analysis

- Collecting and analyzing data for digital planning.
- Evaluating current marketing performance and identifying gaps.
- Understanding audience segmentation and behavior patterns.
- Choosing strategy-aligned marketing goals.
- Prioritizing digital initiatives using structured matrices.
- Designing a list of strategic opportunities based on data.

Day Three: Channels, Tools, and Performance Measurement

- Selecting appropriate digital channels based on strategic goals.
- Understanding channel strengths and limitations.
- Interpreting performance metrics and indicators.
- Identifying key factors that influence digital results.
- Building dashboards for monitoring digital activities.
- Practical exercise analyzing multiple digital performance reports.

Day Four: Building the Strategic Digital Marketing Plan

- Linking strategic objectives with digital initiatives.
- Developing content strategies aligned with audience needs.
- Allocating resources and planning initiative timelines.
- Designing improvement plans based on performance insights.
- Creating frameworks for team performance evaluation.
- Monitoring ongoing improvements using structured indicators.



Day Five: Practical Application and Final Assessment

- Analyzing a real case study related to digital strategy execution.
- Building a complete strategic digital marketing plan.
- Evaluating the plan's strengths and areas for improvement.
- Developing new strategies aligned with specific outcomes.
- Discussing challenges in digital implementation.
- Preparing final recommendations to enhance digital systems.

Why Attend This Course? Wins & Losses!

- Gain a deep understanding of strategic digital planning.
- Improve analytical skills for interpreting digital data.
- Strengthen decision-making capabilities in marketing contexts.
- Learn how to build structured, measurable digital plans.
- Enhance campaign effectiveness and performance outcomes.
- Develop skills in selecting the right digital channels.
- Create professional-level reports for organizational use.
- Improve the quality of marketing operations and initiatives.

Conclusion

The Preparation Digital Marketing Specialist in Strategy and Planning course offers a comprehensive framework for professionals seeking to advance their capabilities in strategic digital marketing. Through its structured approach, the course strengthens participants' understanding of digital planning, data interpretation, and performance assessment. It provides tools that support the creation of measurable strategies, enabling organizations to enhance their digital effectiveness and improve decision-making.

By integrating theory with practical application, participants acquire skills that allow them to design and implement digital strategies aligned with organizational objectives. The course also provides insight into common challenges and offers solutions that support sustainable improvement across digital operations. Through case studies and hands-on exercises, learners gain real-world experience that prepares them to manage and enhance digital marketing initiatives with confidence and professionalism.

