

Digital Brand Management

Programme outline

Day One – Environment and Direction

Time	Topic		Desired Outcomes	Programme Director
9.00 - 10.30	Strategic Branding in the Digital Domain	<ul style="list-style-type: none"> • Introductions • The new digital marketplace – what changed? • Reflections on major digital branding challenges and opportunities • Customer based brand equity in digital marketplace • Sources and outcomes of brand equity for competitive advantage 	Explore and examine the macro-environmental factors that drive today's digital strategy landscape	Prof Paurav Shukla Professor of Marketing Essex Business School
10.30 - 10.45	Tea Break			
10.45 - 11.45	Strategic Brand Communications	<ul style="list-style-type: none"> • The digital landscape is complicated. How do we know where to focus? What is Strategic Brand Communications? • An introduction to channels (SEO, PPC, CRO, Digital PR, Email, Marketing Automation, Content Marketing & Social Media) • Auditing current performance 	Understand the Strategic Brand Communications framework and how to audit current performance	Tom Bowden Director Footprint Digital Ltd
11.45 - 12.45	Brand Positioning	<ul style="list-style-type: none"> • How to develop a position in the market that separates you from your competition • Brand Positioning - Global goals, values & target markets • How to define the Sales Messages that will resonate with your customers. How to reduce barriers to sale by understanding and addressing Customer Anxieties 	Create a tangible document to communicate Brand Positioning to your team, customers and partners	Tom Bowden Director Footprint Digital Ltd
12.45 - 1.30	Lunch			
1.30 - 3.00	Strategic segmentation and customer equity management	<ul style="list-style-type: none"> • Strategic segmentation • Customer equity management framework 	Comprehend the role strategic customer segmentation and how it can help build a brand positioning plan	Prof Paurav Shukla Professor of Marketing Essex Business School
3.00 - 3.15	Tea Break			
3.15 - 5.15	The Avinash Kaushik Measurement and Reporting Framework	<ul style="list-style-type: none"> • How to set goals - Defining Objectives, Website Goals, KPIs, Segments, Benchmark, Target, Tactics (theory) • Goal Setting - Defining Objectives, Website Goals, KPIs, Segments, Benchmark, Target, Tactics (application to your brand) 	Define and create a bespoke measurement framework	Tom Bowden Director Footprint Digital Ltd

Day Two – Value, Targeting & Application

Time	Topic		Desired Outcomes	Programme Director
9.00 - 10.30	Brand value transition and rejuvenation in digital marketplace	<ul style="list-style-type: none"> Brand value chain Value proposition challenge in digital domain Brand value transition and brand rejuvenation in multi-channel environment 	Learn how digital brand management strategy differs from and complements your present non-digital marketing strategy	Prof Paurav Shukla Professor of Marketing Essex Business School
10.30 - 10.45	Tea Break			
10.45 - 11.45	Developing a Distribution Plan	<ul style="list-style-type: none"> Where are our customers? Which platform should we use? Developing a distribution channel plan 	Create a bespoke distribution channel plan	Tom Bowden Director Footprint Digital Ltd
11.45 - 12.45	Customer Journey Mapping	<ul style="list-style-type: none"> The customer buying cycle, touchpoints and customer journey mapping 	Define key customer journeys	Tom Bowden Director Footprint Digital Ltd
12.45 - 1.30	Lunch			
1.30 - 3.00	Protecting and extending your brand in digital marketplace	<ul style="list-style-type: none"> The brand protection challenge in digital market Digital brand extension challenge 	Address the risks to your brand in the digital market	Prof Paurav Shukla Professor of Marketing Essex Business School
3.00 - 3.15	Tea Break			
3.15 - 5.15	Digital branding and marketing framework	<ul style="list-style-type: none"> From theory to action – developing the action plan Prioritising activities – Moscow, Orbit & key priorities Developing your Content Marketing Calendar 	Develop an action plan and content marketing calendar	Tom Bowden Director Footprint Digital Ltd

Please note all timings are subject to change