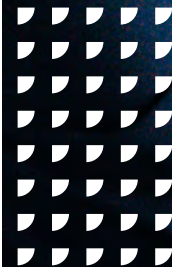


# Digital Marketing Strategy

- ➔ Gain the knowledge and tools required to plan and execute a successful digital marketing strategy. From understanding the marketing mix to campaign objectives, learn how to generate awareness, increase acquisition, and drive engagement.

INDUSTRY PARTNERS:



# Who this course is for

Our Digital Marketing Strategy course is best suited for:

- **Junior marketing professionals** looking to upskill their digital marketing capabilities to apply to their current role, or to increase their employment opportunities.
- **Entrepreneurs with a startup or side hustle** in need of the tools and knowledge to launch and scale their project.
- **Mid-senior managers from non-marketing backgrounds** looking to understand how digital marketing strategies can drive business excellence.



## Key details

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**DURATION:**

100% online, 6 weeks, approximately 8-10 hours per week

**PRICE:**

\$1200 incl. GST

**PREREQUISITES / LEVEL OF STUDY:**

There are no prerequisites. Anyone is welcome to enrol. You will be challenged to think creatively and analytically.

**METHOD OF STUDY:**

Online study, including interactive videos, assignments, prescheduled webinars, and a 1:1 online session with mentors and industry experts.

**ENROLMENT:**

You can enrol at any time, the whole process only takes a few minutes.

# Why study Digital Marketing Strategy

With the proliferation of digital technologies and social media platforms, it's become essential that a robust digital marketing strategy is the foundation to the success of any product or service. From understanding your customer, to constructing your brand or product's unique selling proposition, our course will provide you with the knowledge, skills, and tactics to construct, deploy, and measure your own digital marketing strategy.

So why study Digital Marketing Strategy with us?

- **Gain an effective toolkit to execute an effective and successful digital marketing strategy:** By the end of this course, you'll have real world skills by developing and reviewing a digital marketing strategy that can be applied directly into your role or project
- **Learn the skills required to enhance every phase of the marketing funnel:** Understand the key drivers and metrics of the ACCR (awareness, consideration, conversion, and retention) and the key strategies to improve awareness, engagement and the performance your marketing efforts

By the end of this course, you'll be able to:

- Create a multi-channel marketing strategy and an audience development plan, supported by audience, product, context and market analysis
- Create an audience development plan by identifying the key marketing platforms, success metrics and optimisation actions

**45% of organisations** don't have a clearly defined digital marketing strategy.

(SMART INSIGHTS, 2020)

There is a **21.1% job growth in digital marketing** expected over the next five years.

(SEEK, 2022)

71% of consumers expect companies to deliver personalised interactions. **And 76% percent get frustrated when this doesn't happen.**

(MCKINSEY & COMPANY, 2021)

## Why study with RMIT Online

RMIT Online is for students who want real world training from industry professionals. We call this the RMIT Online edge. Get ready to sharpen those skills.



### Digital credential

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The cutting-edge skills you'll learn are rigorously assessed and recognised by both a leading university and key employers in the field of study through a digital credential.

### Connect with industry

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Our courses are designed with high profile partners to ensure you're job ready, learning practical skills that align with industry best practice.

### Real world skills

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Our project-based assessments mean you'll roll up your sleeves and create a project for real a world business scenario, allowing you see the immediate impact of your learning within your organisation.

### 100% flexible skills

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The freedom of online learning means you can study whenever you want, wherever you want, in a manner that suits your work and lifestyle.

### Collaborative online experience

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Never feel like you're studying alone and feel supported with our team of expert industry mentors, SMEs, and the learner success team.

# What you'll learn

Deep dive into various digital channels, explore content themes, amplification approaches, as well as explore KPIs and metrics of success.

## WEEK 1

### What is your message and who is your customer?

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- Explore the digital marketing landscape and marketing objectives
- Learn how to understand your customer through customer personas
- Uncover empathy maps and key problems to be solved

**Milestone:** Define your digital marketing objectives and create your customer persona.

## WEEK 4

### Digital channels

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- Discover the six main digital media channel types
- Explore paid, owned, and earned digital channels such as SEO, PPC, and email marketing

**Milestone:** Select three digital channels for your marketing strategy and justify your choices.

→ *In this week, you'll also have a mentor check in.*

## WEEK 2

### Marketing mix and the unique selling proposition (USPs)

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- Conduct a SWOT analysis and strategically review your project/business
- Examine the marketing mix and how it can assist you in achieving your marketing goals
- Discover your unique selling proposition (USP)

**Milestone:** Complete a marketing mix analysis and define your USP statement.

→ *In this week, you'll also have a mentor check in.*

## WEEK 5

### Digital planning framework

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- Comprehend how to use the marketing funnel as a planning framework
- Investigate the awareness, consideration, conversion, and retention stages of the marketing funnel
- Understand how conversion rate optimisation (CRO) is vital to your project success

**Milestone:** Assemble your marketing plan in reference to the marketing funnel and the 'What, Why, and How' framework.

## WEEK 3

### Content, the customer journey, and campaign objectives

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- Learn how various digital channels can be used throughout the marketing funnel
- Explore search marketing, content themes and amplification
- Investigate how social media and email can be vital digital channels
- Deep dive into display, digital PR, and partnerships
- Understand the KPIs and metrics used for your campaign metrics

**Milestone:** Map your customer journey and reflect on campaign objectives.

## WEEK 6

### Next steps

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- Explore the methods and ways to measure the success of your strategy
- Consider your next steps in your digital marketing journey
- Examine further learning opportunities with RMIT Online

**Milestone:** Submit your final project.

# Who's supporting you

Just because it's online, doesn't mean you're on your own. RMIT Online's support network includes 1:1 feedback from our industry mentors, real-world insights, and study support from our learner success team. Our industry partners have helped shape this course to ensure content is up-to-date and of best industry practice.



**Adobe** are redefining the possibilities of digital experiences. Adobe connects content and data and introduces new technologies that democratise creativity, shape the next generation of storytelling, and inspire entirely new categories of business.

*Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe in the United States and/or other countries.*



**Merkle** is a global digital agency that delivers experience-led transformation, solving complex business challenges through digital marketing & communications, ecosystems & commerce, products & services and transformation.



**Concentrix Tigerspike** is a digital services company driven to improve people's lives through technology. Focusing on strategy, experience design, software development and systems integration, our work is centered on five key values; transparency, resilience, problem-solving, energy, and curiosity.



**REA Group** is a global digital property business with more than 3,000 employees. REA operates leading property websites in Australia. Whether someone is looking at buying, selling, renting, financing or just dreaming about home ownership, more than half of Australia's adult population turn to REA's brands as part of their every day lives.



**Rob Wilde,**  
**Senior Brand Manager, 7-Eleven Australia**

Rob brings over a decade of advertising and marketing experience, working for multinational tech, insurance and retail brands. From content planning to brand strategy development and digital optimisation, he has successfully partnered with some of Australia's largest companies. Rob is a passionate mentor with an interest in helping other students to build their skills in marketing.



**Hannah Nickels,**  
**Head Paid & Owned Media Thinker, Thinkerbell**

Hannah is a communications strategist with nearly a decade in digital and content marketing. Having worked across both independent and global agencies, client side for one of Australia's biggest retailers, and for a global tech platform, Hannah is able to bring a well rounded perspective to digital, content and brand strategy. Hannah is a passionate mentor, with a keen interest in seeing RMIT Online students learn, grow and succeed.

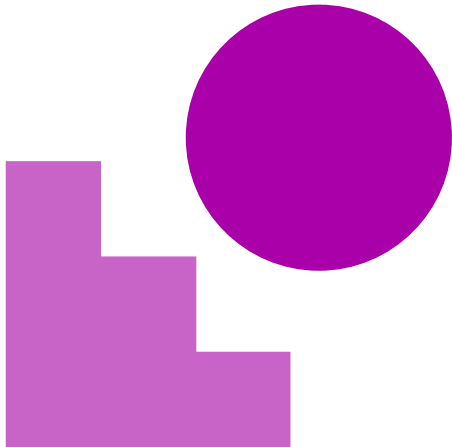


**Learner success team,**  
**RMIT Online**

Our learner success team are here to help you with 1:1 coaching, tips on how to successfully study online, and any questions or concerns you may have.

# How online learning works

This is a basic breakdown of how your course works. You can always find more information at [online.rmit.edu.au](https://online.rmit.edu.au)



## Before the course starts

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Before we get cracking, you'll need access to a computer with broadband connection. Any 64-bit operating system with at least 8GB of RAM should work. We'll help you install any software you might need, but in the meantime, download Slack and Zoom, and make sure your webcam and speakers are working.

## During the course

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A lot of your RMIT Online Future Skills course will consist of video snippets. You can watch these whenever you like. There are also regular interactive webinars, online forums to chat with your peers and a scheduled 1:1 session with your industry mentor. We'll set up Slack channels so you can connect with your classmates and grow your professional network. You can also reach out to your Course Manager if you ever need help.

## Tools

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- Video lectures
- 1:1 mentor sessions
- Webinars
- Slack channels and forums

# Enrolment

RMIT Online have partnered with Australia-UK Chamber of Commerce to provide a membership discount to selected short courses from the Future Skills portfolio.

**Australia–United Kingdom  
Chamber of Commerce**

For more information about the course, head to our [FAQ](#) page.

If you have any questions about payment and enrolment, please get in touch via [our contact form](#) or talk to our team directly 1300 145 032.

You can enrol online at any time. The whole process only takes a few minutes.

**Enrol now →**