



Digital Marketing Masterclass

For Marketing Teams

In the age of the customer, digital has never been so important as a vital part of the marketing mix. But for many teams, the path to effectively leveraging digital is still unclear.

There are many digital marketing courses out there but most focus on channel strategies and tactical execution.

Our program is designed to help marketing teams understand the key aspects of digital marketing as part of an integrated marketing approach and how to effectively enable success through marketing tech, data and ways of working. This course will provide participants with the confidence as individuals and as a team to ask the right questions and build digital maturity.

This program provides an opportunity for shared learning within a highly interactive forum. With a focus on building team skills and expertise quickly, marketing teams can expect to complete this program equipped with the knowledge and skills to enhance their digital and broader marketing strategy.



Delivered on a day and time that suits you



Onsite or remotely online



Held over 2 full days or 4 half days

course content

01/ digital and the changing nature of marketing

- Understanding key digital trends, changing consumer behaviours and consumption habits
- The benefits of digital

02/ digital strategy development

- The marketing mix in a digital age
- Defining digital strategy inline with corporate & marketing strategy
- Development of online target audience/s and value proposition

03/ customer journey mapping and the role of digital channels

- Understanding and mapping the customer journey
- Introduction to the RACE model to plan an integrated marketing approach

04/ digital channels & digital experience management

- Leveraging digital channels as part of an integrated approach
- A look at search, programmatic, social, email & the role of content

05/ ways of working

- Evolving how we work to take advantage of digital opportunities
- A look at agile ways of working in a marketing context

06/ data and analytics

- Leveraging data and analytics to power digital ambitions
- A look at a world without 3rd party cookies
- Changing privacy legislation and impacts for marketers

07/ marTech

- Navigating the MarTech landscape - understanding tools & tech
- Selecting the right MarTech to underpin your strategy

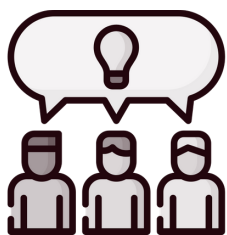
08/ measurement

- Defining a measurement framework to measure short- and long-term success
- Leverage learnings to improve performance

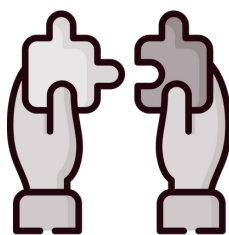
09/ building a case for change

- Selling the vision to garner stakeholder buy-in
- Sizing the investment and staying the course

who is this program for?



Teams looking to up-weight digital knowledge and expertise



Those looking to embed digital knowledge across the wider marketing function



Teams who are tasked with shifting toward a digital first approach

about the facilitators



Teresa Sperti



Teresa is the Founder and Director of Arctic Fox, a digital and marketing transformation advisory and learning organisation and Non-Executive Director of BIG4 Holiday Park. Prior to establishing her own business, Teresa was the Chief Marketing, Data and Product Officer for World Vision spearheading digital and marketing transformation.

Teresa's possesses deep expertise and knowledge in data, digital and customer experience and was named in the top 20 CMOs in Australia in 2018 which recognises Australia's most innovative and effective marketing leaders in the country.



Marcus Betschel
Ryvalmedia

Marcus has over 20 years' experience in marketing, specialising in digital and social media nine years ago. He has provided strategic counsel to a large number of Australasian and global clients across a variety of sectors. He has held senior digital roles in some of the largest and most successful media and performance agencies in Australia.

Marcus loves to transform businesses and brands. His experience in data and performance platforms drives him to continually innovate and evolve, understanding that data will form the connection point between digital media, social media and the end consumer.

past participants say...

"My team and I were lucky enough to participate in the latest Arctic Fox Digital Masterclass, and what a masterclass it was! The program covered an array of topics from strategy development to measurement and everything in between.

I'd definitely recommend the masterclass for anyone who works in the digital marketing space, or works with people who do. 10/10"

- Genie K, Senior Marketing Manager, Coles

"The Digital Masterclass was the perfect curation of content, providing a holistic view of digital marketing and its role within the wider marketing strategy.

The program offered practical information and insights as to the 'why' relative to strategic outcomes and how to get there. Well done to Arctic Fox on an excellent Masterclass, highly recommend it for every modern-day marketing professional"

- Marketing Manager, Vicinity Centres

trusted by

coles



epilepsy
FOUNDATION

VICINITY
CENTRES

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BRIDGESTONE

Laminex®

pricing

- Pricing will depend on the size of your team/group.
- A 20% deposit will be required to secure the booking.

For all pricing and invoicing enquires, please contact us at hello@arkticfox.io

FAQs

Will my team need to undertake any work outside of the course?

To get the most out of the masterclass, teams are asked to progressively build out a digital marketing canvas – this should take no longer than 60 minutes.

What tools will my team be provided with?

Each team member will be provided with a digital marketing canvas to help apply the learnings to your role / business. You will also be provided with all digital course material prior to course commencement.

Are bookings refundable?

Deposits are non-refundable. Arctic Fox will allow for one date change once an initial booking is made if notice is provided within 7 business days of the course. A group booking can be transferred internally to another team within the same organisation.

What technology will I need to undertake the course?

The technology needed will depend on how the class is facilitated (In-person or online). These requirements will be discussed prior to class commencement.

How can I pay?

Payment for team bookings is via credit card or invoice. Please contact us at hello@arkticfox.io to arrange payment.

Is there any pre-work my team will need to do?

No, there are no pre-work requirements.

What is the cost of the program?

The cost of the program is dependent on the size of your group. Please contact us at hello@arkticfox.io to discuss group pricing.

Can the course be customised for my group?

Aspects of the masterclass can be customised based on a teams requirements. Additional fees may apply depending on the level of customisation required.

Is there a maximum group size?

We recommend no more than 20 participants per class.



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