



Digital Marketing Masterclass

In the age of the customer, digital has never been so important as a vital part of the marketing mix. But for many managers and leaders, 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 managers, leaders and 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 guide the digital journey.

Highly interactive and practical, the program also provides a forum for you to sound board thoughts and ideas and wrestle with what digital means for your marketing strategy.



4 half day sessions from 9:30am - 1:00pm AEST.



Please visit our [website](#) for the latest masterclass dates.

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

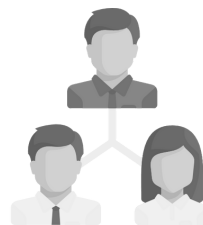
- Selling the vision to garner stakeholder buy-in
- Sizing the investment and staying the course

who is this program for?



Mid-level Marketing Managers

Marketing managers leading integrated marketing in their organisation or responsible for a digital team.



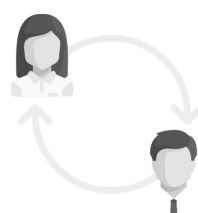
Marketing and Customer Leaders

Marketing and customer leaders who are looking to up-skill in digital to lead with confidence.



Digital Performance Managers

Digital managers responsible for digital performance who must work within a holistic marketing framework.



Integrated Marketing Teams

Multi-function marketing teams, tasked with delivering a full-funnel marketing 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. She has a breadth of experience across various industry verticals including automotive, finance, marketplaces, retail and NFP and has held executive roles at Officeworks, Coles and realestateVIEW.com.au.

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 founded JBZ Digital in 2018, a boutique digital agency, that quickly built a reputation for delivering quality results for clients across a range of sectors before it was acquired by Ryvalmedia. In this time, JBZ Digital developed a digital education program to train members of the Essendon VFLW team to become qualified digital practitioners. This program is set to continue to be rolled out across the AFLW.

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

coles



epilepsy
FOUNDATION

VICINITY
CENTRES

carsales



BRIDGESTONE

Laminex®

pricing - per delegate

RRP \$1395 (+GST)

Delegates can register and directly pay online using their credit card via [eventbrite](https://eventbrite.com). Alternatively an invoice can be supplied upon request - contact us at hello@arcticfox.io

Please contact us for pricing if booking multiple places at hello@arcticfox.io

FAQs

Will I need to undertake any work outside of the program?

To get the most out of the masterclass delegates are asked to progressively build out a digital marketing canvas - this should take no more than 60 minutes.

What tools will I be provided with?

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

Are bookings refundable or transferable?

Due to limited places on the course, Arctic Fox is unable to refund bookings. Bookings are however able to be transferred to another individual to attend the course on your behalf.

What technology will I need to undertake the course?

The online course is facilitated via Zoom. We recommend you download the zoom app onto your laptop or desktop prior to commencement of the course.

How can I pay?

Delegates can register and pay online using their credit card via the [eventbrite](https://eventbrite.com) portal. Alternatively, please contact us at hello@arcticfox.io to pay via invoice, or if you are wanting to book more than one place. Special rates will be offered for multiple bookings.

Is there any pre-work I will need to do?

No, there are no pre-work requirements.

Do you provide in-house or onsite training?

Yes we do. Please contact us to discuss your needs and how we can support your requirements.

What is the cost to hold the training in-house for my team?

In-house training costs are dependent on the size of your group. Please contact us at hello@arcticfox.io to discuss group pricing.

Which countries and states do you operate within?

In-house training can be arranged for those in Australia and New Zealand.



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