



e-learning

Digital marketing

Digitalisation is posing a challenge for companies. It has the potential to be a real threat for those who fail to capitalise on this strategic shift. However, for companies that are able to tackle this challenge in a well-considered manner, digitalisation also provides great opportunities for 'reinvention' and optimising marketing processes. This course will show you how.

Booking Number: **2696**

Group of participants:

Specialists and managers from the fields of PR, marketing, sales, communication, advertising and product management

Duration: **approx. 2.5 hours**

Language:

Unit price:

€ 119,- zzgl. MwSt. | € 141,61 inkl. MwSt.

Package prices from 50 licenses on request

Learning objectives

- ✓ You will develop a basic understanding for risks and opportunities as well as the new challenges of digitisation.
- ✓ You will become familiar with different digital target groups and understand how to better meet their expectations.
- ✓ How to develop digital communications strategies for your company.
- ✓ How to digitally revalue products and to market them on digital sales channels.

Contents

Navigating through your digital landscape
Isolation offline means liberation online
Using the internet to disrupt the value chain
Using the internet to democratise access
Understanding your digital consumers
The omni-channel customer
Collaborative consumption
Developing your digital communication strategy
How to develop your digital reputation
Branding in the digital age
The keys to digital marketing success
Digitally enhancing your product
Using the internet to match supply and demand
Offline and online competition: the long tail concept
Structuring your omni-channel system
Resistance in the real world and the virtual world



Information on the web

www.haufe-akademie.de/2696



Let us advise you

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