

TRAINING

Digital acquisition

LEARNING OBJECTIVES

- Understand digital acquisition levers and how they complement each other
- Learn how to manage a high-performing omnichannel acquisition strategy
- Optimise paid and organic campaigns according to marketing objectives
- Measure and improve the performance of acquisition channels

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Digital marketing, communication or e-commerce professionals

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE

- Inter-company training: €1,680 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE
Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com
www.crews-education.com

DETAILED PROGRAM

- Introduction to digital acquisition
 - Definitions, objectives and challenges
 - Differences between acquisition, retention and conversion
 - Overview of the main online acquisition levers
- Search engine optimisation (SEO)
 - Technical, semantic and editorial optimisation
 - High value-added content
 - Introduction to local, mobile and geo-semantic SEO
- Online advertising (SEA, Social Ads, display)
 - Google Ads: Search, Display, Shopping
 - Social Ads (Meta, LinkedIn, TikTok, etc.): objectives, targeting and formats
 - Creating effective campaigns and budget management
- Lead generation and inbound marketing
 - Lead magnets, landing pages and forms
 - Automation, nurturing and CRM tools
 - Alignment between content, customer journey and data
- Email marketing and retargeting
 - Contact strategy and segmentation
 - Automated workflows, triggers and personalisation
 - Advertising retargeting and behavioural email marketing
- Performance tracking and optimisation
 - Key KPIs: CAC, ROAS, CPL, conversion rate
 - A/B testing, budget shifting and optimisation scenarios
 - Performance dashboards and data-driven decision-making
- Practical workshop
 - Building a complete acquisition strategy based on a real-life case
 - Channel selection, campaign setup and cost calculation
 - Reporting simulation and optimisation recommendations

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to structure a complete digital acquisition strategy, manage channels consistently and maximise the return on investment of their marketing actions.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

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