



crews

Where you belong

TRAINING

Digital Strategy

COURSE GOALS

- Define the strategic fundamentals of digital
- Understand the channel of digital marketing
- Develop a strategy adapted to the needs of your company based on its positioning
- Plan digital marketing actions consistent with the strategy

TRAINING DURATION

14 hours, in 2 days or 4 half-days

TARGETED AUDIENCE

Accessible from all levels of study, the training is aimed at hospitality professionals or job seekers wishing to train in these sectors.

PREREQUISITES

Digital Fundamentals

ACCESS

Online application and discussion with the Experience team, response within 48 hours

RATES

- Group video training: 1,360 euros per person
- Customized 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

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DETAILED PROGRAM

- Digital fundamentals
 - Definition and context
 - Positioning, offer and strategy
 - Audiences
- Digital and marketing strategy
 - The digital ecosystem in the main professions
 - BtoC / BtoB challenges
- Content creation
 - Content strategy
 - Do's and don't
- Website optimization
 - Customer journey and decision criteria
 - Updating content, offers, events
- Booking tools
 - Main features
 - Integration into the marketing ecosystem
- Traffic acquisition and conversion
 - Acquisition funnel
 - SEO
 - SEA
 - Social Ads
 - Social media & influence marketing
 - E-reputation
 - Email marketing
 - Third parties marketing
- Tracking, performance analysis and optimizations
 - Traffic analysis
 - Optimization tools and means
- Loyalty management and databases
 - Database management
 - Adaptation to the customer journey
- Digitalization of the customer experience
 - Technological integration
 - Technological innovations

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JOBS OPPORTUNITIES AND CAREER PATH

At the end of the training, attendants will be able to apply for positions including implementation of digital strategy in the main professions.

TEACHING METHODS

- Teachers are working professionals
- Varied and dynamic teaching methods
- Individual follow-up with the Experience team

TOOLS

- Powerful technological tools: Google Workspace for Education, Slack, Edusign...
- Practical cases on real business situations related to the targeted sector

EVALUATIONS

- Evaluation of acquired knowledge at the end of training via a quiz or a project report

RESULTS AND PERFORMANCE INDICATORS

The first class of learners preparing for this training has not yet completed it. The results will be updated at this time.

- Satisfaction rate at the end of training: 100%
- Individual progression rate: 100%

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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