



DIGITAL STRATEGIC MARKETING

This journey strengthens organisational performance by building the strategic digital capability required to manage spend, integrate channels, and deliver results.

Integrated Digital Strategy For Performance And Growth

As digital channels continue to take up a growing share of marketing spend in South Africa, organisations face increasing pressure to prove effectiveness, control costs, and show measurable returns. The risk is no longer a lack of activity, but disconnected campaigns, poor integration, and limited visibility on performance.

This journey builds the strategic digital capability organisations need to move beyond tactical execution and into results-driven marketing. It equips teams to design, integrate, and govern digital marketing strategies across key channels (Search, Social, Display, Video, and Mobile) while strengthening ROI measurement, budget accountability, and performance. The result is more confident decision-making, reduced waste, and digital investment that supports both B2B and B2C growth

KEY OUTCOMES

- Develop and Integrate Strategy
- Analyze Channel Effectiveness
- Calculate Financial Returns (ROI)
- Align Tactics to Corporate Goals
- Evaluate Emerging Technology
- Manage Budget and Risk

WHO IT'S FOR

- Business leaders
- General marketing managers
- Digital professionals seeking advancement
- Marketing specialists
- Brand managers

DURATION

3 weeks

One full-day live session (online or in person), followed by two half-day live online sessions, with structured workplace application assignments between sessions.