



## **Digital Mastery: A Digital Marketing, AI, and Social Media Workshop**

Join us for a transformative **1 Day Workshop** that dives deep into the world of **Digital Marketing, AI, and Social Media Strategy**. Learn how to harness the power of these digital tools to take your business to new heights.

This workshop is designed for business owners, marketers and anyone looking to sharpen their digital marketing skills. It offers a unique blend of theory and practice, allowing attendees to leave with a solid understanding of digital marketing, AI, and social media, along with actionable strategies that they can implement immediately.

The workshop will explore the following essential areas of digital marketing: **Digital Strategy, Content Plan, Channel Plan, Social Media, Email Marketing, Metaverse Marketing, Measurement & Evaluation.**

**By the end of the workshop delegates will have covered:**

### **Digital Strategy**

**Digital Marketing Trends:** We'll kickstart the day by exploring the latest trends in digital marketing and how you can leverage them for your business.

**Digital Marketing Strategy:** Learn how to create a comprehensive digital marketing strategy that aligns with your business goals and targets your ideal customers.

**Your Business Purpose:** Discover how to define and communicate your business purpose effectively to resonate with your audience.

**Customer Personas:** Dive into the practice of creating detailed customer personas to understand your audience better and tailor your marketing efforts to their needs.

**Customer Journeys:** Get insights into mapping customer journeys and learn how to optimize each touchpoint to improve the overall customer experience.

### **Content Plan**

**Chat GPT:** Gain an understanding of how AI like ChatGPT can revolutionize your content strategy and customer service.

**Rule of Thirds:** Learn about the rule of thirds approach to social media and how it can help you create a balanced and engaging content strategy.

### **Channel Plan**

**Websites, Short Form Video, Podcasts:** Understand the importance of these mediums and how to use them effectively in your digital strategy.

**Social Media:** We'll dive deep into how to build a powerful social media presence that drives engagement and conversions.

**Email Marketing:** Learn the best practices for creating compelling email campaigns that increase open rates and customer retention.

**Influencer Marketing:** Discover how influencer marketing can boost your brand visibility and credibility.

**Metaverse Marketing:** Get a glimpse into the future of digital marketing with metaverse marketing and learn how you can prepare your brand for this new frontier.

**Measurement and Evaluation:** Wrap up the workshop by learning how to track, measure, and evaluate your digital marketing efforts to ensure continued growth and success.

Register today and start your journey towards Digital Mastery.

[www.bristolbusinesscollege.com](http://www.bristolbusinesscollege.com)

**T: 0845 555 1030**

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**1 Day**

*'Exceeded expectations –  
Brilliant. Very practical.  
Insightful'*

*'This training made me  
feel excited and  
overwhelmed!'*

*'Fantastic trainer! Could  
not fault it!'*

*'Brilliant! Excellent trainer  
and materials and  
extremely well delivered.  
Tailored to my needs!'*