



## Digital Advanced Course (four-months)

### **Aim:**

To provide an overview of digital opportunities for employees and teams wanting to engage readers, users, listeners and consumers across a range of platforms and devices. The workshops will help attendees to think differently to capitalise on the opportunities that digital provides.

### **Course suitable for:**

This four-month programme is aimed at digital practitioners or those about to take on digital practitioner tasks, including marketers, content creators/producers, editorial staff or anyone who wants to find out more about how to come up with the right approach to digital, create compelling content and grow audiences, engagement and revenues.

### **Overview and breakdown**

#### *Month One:*

Creating digital content to engage your audience

- Defining a content plan for use in the digital space
- How to identify commercial revenue opportunities and exploit them
- Defining your audience (Profile and Segments)
- Breakout – learners define their brand's audience and identify revenue opportunities
- Creating a multimedia content plan (choice of channel, platform and format)
- Content Purposes and the HHH model (3 Content types and matching audience needs)
- Breakout – learners idea session on applying HHH model to their brand's content
- Use of images, audio and video – creating, sourcing, re-using
- Copyright – images, linking to other content, pitfalls to avoid, how to comply
- Introduction of Personal Action Plan (Immediate and 3-month goal)

#### *Month Two:*

Developing online content, measuring its impact and how to win audience share

- Purpose of websites and how to create effective audience destinations
- Creating an action plan and tactics to reach them (Earned and Paid for)
- SEO - Grasping the basics and use of keywords
- Breakout – learners practice using keyword tools
- SEO – Advanced SEO tactics and how to spot new opportunities to optimise content
- Rise of emerging technology and how it affects SEO
- Digital advertising platforms - pros and cons (Social Media, Google Ads, etc)
- Breakout – learners create initial action plan to reach their brand's audience
- Using data to measure content performance (Social Media insights, email metrics, Google Analytics)
- Development of Action Plan: immediate goal and 3-month goal, buy-in from Line Manager

#### *Month Three:*

How to use social media effectively to drive audience reach and engagement

- Overview of the most popular platforms (FB, Twitter, Instagram, YouTube, LinkedIn)
- Pros and cons of each social media platform
- Trends behind social media, their reach and recent developments
- Creating a Social Media strategy and tactics to engage audiences (Earned and Paid for)



- Breakout – learners identify best social media platforms and ideas for use for their brand
- Focus on four main brands (Facebook, Twitter, LinkedIn and Instagram)
- Pros and cons of each and how to get the best out of them for your business
- Opportunities around less used SM platforms, messaging apps and CRM
- Breakout – learners identify how to get the best use of out messaging apps and other SM platforms
- Development of Action Plan: immediate goal and 3-month goal, adding in of a strategic SM plan

#### *Month Four (2-day boot camp):*

How to create video and audio content and share it effectively

#### **DAY ONE (Audio):**

- The rise and rise of blogcasts and what's driving the trend
- Analysis of what makes for a good blogcast
- Skills required to create an audio file and a blogcast
- Breakout - learners practice skills to create an audio file and blogcast
- Where to place an audio file or blogcast
- How to drive audience engagement with your audio content (optimising, SM and CRM)
- Breakout – learners formulate a marketing plan for their audio content
- Development of Action Plan: immediate goal and 3-month goal, adding in of a strategic audio content plan

#### **DAY TWO (Video):**

- Why video is driving searches online and appearing on Google searches
- What makes for a good video (3 purposes of video - HHH)
- Understanding of vlogging and what role it plays for businesses
- How video can drive commercial opportunities
- Skills required to create successful video content
- Breakout - learners practice skills to create a video and vlogcast
- Where to place a video or vlogcast
- How to drive audience engagement with your audio content (optimising, SM and CRM)
- Breakout – learners formulate a marketing plan for their video content
- Development of Action Plan: immediate goal and 3-month goal, adding in of a strategic video plan

Learners will also be supplied with e-learning material to help them further develop their digital understanding, knowledge and skills. All those that successfully complete the four-month programme will receive a Bauer Academy Certificate of Completion that can be used to evidence continuous professional development (CPD). Each person's Action Plan is designed to build on their individual roles and ambitions, and to use the learnings from the course to discover new opportunities for their audiences, readers or users. Each Action Plan will receive feedback and support from the course tutor with the aim of developing the Action Plan into a new digital proposal or project. Course attendees will be encouraged and supported to put forward their ideas to the business with the potential to pitch the project to Bauer Digital Experts with additional mentoring to support the to convert ideas into new business ventures.

#### **Course locations and dates**

Courses will be held at multiple Bauer locations including Media House (Peterborough), Academic House (London) and Bauer Radio sites including Hits Radio (Manchester) and Radio Forth (Edinburgh).



### **The Bauer Academy**

It provides a remarkable and unique approach to training that combines the very best of media, education and businesses to inspire and motivate its trainees. Our training is immersed inside one of the biggest media companies in the world (Bauer Media), providing exciting and meaningful work-based learning. Our media and business professionals are at the top of their game. Combined they have expertise across all types of media and all types of organisations. They are multi award winning, with a track record for pushing boundaries in their specialist fields. And our academics know a thing or two about education. They obsess about critical thinking, deep learning, transferable attributes and sticking to values that develop creativity and confidence in all types of learners.

### **Digital Marketer Fundamentals Tutor:**

Kieren Puffett is an award-winning, highly successful digital journalist, manager and communication specialist, including 11 years as editor of Parkers, a Bauer digital brand dedicated to helping car buyers. He has also worked with a range of blue chip companies including Honda, the BMW Group, the AA, AutoTrader and National Geographic UK creating and delivering their content, communication and social media strategies across multi-media platforms. Kieren is also holds a Google Digital Marketing Leadership qualification. Pre-Course Study: Beginners' Guide to Audience Profiling SEO Starter Guide Beginners Guide to setting a video channel Top tips to getting the most from your social media