



Digital Intensive Course (two days)

Aim:

To provide an overview of digital opportunities for individuals and teams who 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 two-day 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

Day One:

Creating digital content to engage your audience

- Defining a content plan for use in the digital space and identifying 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
- SEO Content and how to use keywords
- Breakout – learners practice using keyword tools
- Introduction of Personal Action Plan (Immediate and 3-month goal)

Day Two:

Using the power of digital to grow your audience

- Defining your audience (Profile and Segments)
- Creating an action plan and tactics to reach them (Earned and Paid for)
- Breakout – learners create initial action plan for their brand's audience
- Trends behind social media, their reach and recent developments
- Overview of the most popular platforms (FB, Twitter, Instagram, YouTube, LinkedIn)
- Pros and cons of each social media platform
- Digital advertising platforms - pros and cons (Social Media, Google Ads, etc)
- Breakout – learners identify best social media platforms and ideas for use for their brand
- Using data to measure content performance (Social Media insights, email metrics, Google Analytics)
- Finalise Action Plan: immediate goal and 3-month goal, agreement with Line Manager

All those that successfully complete the two-day programme will receive a Bauer Academy Certificate of Completion that can be used to evidence continuous professional development. Each person's Action Plan is designed to develop their individual skills, roles and ambitions, with additional mentoring when required to ensure learning is embedded in work practice and enables learners to implement 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 and develop them as new business ventures.

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 Intensive 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: SEO Starter Guide Beginners' Guide to Audience Profiling