



**Digital** Portfolio / 2016



# Table of contents

<b>page 3:</b>	Online University
<b>page 3:</b>	Digital Hacks
<b>page 4:</b>	Integrated Business
<b>page 4:</b>	Digital Activation
<b>page 5:</b>	Next Gen Mobile
<b>page 5:</b>	Search & PPC
<b>page 6:</b>	Messaging 101
<b>page 6:</b>	Digital Innovation
<b>page 7:</b>	Advanced CRM
<b>page 7:</b>	E-Commerce Best Practice



**Online**  
University



FULL CONTENT HERE

### **Your knowledge hub & customized monthly intelligence in an all-in-one platform**

- One central resource hub where they can keep up with latest developments where the information is reliable, up to date and from trusted sources based on research and testing.
- ALL team members get the same information meaning they are all on the same page, all have the same level of knowledge, and a dedicated forum where delegates can share best practice, what works what does not.
- Structured, archived training throughout the year to enable employees who want to recap on certain lessons the ability to do so, as well as staff members who miss the training to catch up. A mix of training environments (live face to face, live&recorded webinar, reading materials, pre and post training activities) to help keep delegates engaged and excited.



**Digital**  
Hacks



FULL CONTENT HERE

### **The ultimate digital marketing and advertising “execution hacks” library.**

Now you have the opportunity to look over the shoulder of some of the most experienced digital marketers the industry has to offer while they show you exactly what is working for them right now. No, not what they did 6 months ago, and is no longer relevant, but what is happening right now. In fact The Digital Hack is devoted to bringing you the ultimate digital marketing library with a difference. We don't call our articles and videos lessons or strategies, we call them Execution Hacks, because that's exactly what they are.



## Integrated Business



FULL CONTENT HERE

### Learning Objectives

- Learn the current best practices for digital transformation
- Identify which strategic planning model will work best for you
- Gain a comprehensive overview of the connected customer journey
- Understand the importance of an integrated strategy
- Know how to measure the effectiveness of your work
- Understand how agencies are being disrupted by the new digital economy and how to take advantage of this paradigm shift

This workshop will give you the tools and the roadmap you need to develop strategies that take advantage not only the new marketing opportunities offered up by digital, but also the new sales channels and customer service platforms that digital can provide. Utilize the new opportunities for brands and customers to collaborate, helping you develop both products and services; by understanding the impact digital has had on placement, product, promotion and price.



## Digital Activation



FULL CONTENT HERE

### Learning Objectives

- Creating a COMPELLING value proposition
- Traffic – Shaping
- Onsite SEO Audit
- Landing Page Conversions
- Increase Reach - Increase Sales
- Content Marketing Growth Hacks
- Dramatically Better Emails

This training does not come easy. In order for you to benefit from this training, you will be expected to do a small amount of pre course work, be prepared to have your current campaigns critiqued live, and expect a mind bending volume of practical "How to" information. We suggest you bring an open mind, a large notepad, spare pens, a laptop and plenty of Red Bull.



## Next Gen Mobile



FULL CONTENT HERE

### Learning Objectives

- The current mobile landscape and trends
- The different technology channels available in mobile – messaging, apps, web and proximity
- How to identify mobile audiences and plan an appropriate strategy
- Tactics to use to deliver strategic objectives
- The relevance of personalisation and content through content, location and response
- How to implement personalised mobile marketing in your business

This workshop is aimed at any marketers looking to understand the role and opportunities from mobile, especially smartphones. In a world of personal and uniquely owned devices, mobile has become a core channel for personalised communications. The workshop will give you knowledge of this channel, brand examples and you how to develop strategies as well as specific tactics to use.



## Search & PPC



FULL CONTENT HERE

### Learning Objectives

- Being able to understand where search fits in the dynamic customer journey
- Learning how to use a variety of search planning tools
- A greater understanding of the value of analytics data and how to use it
- A framework for creating more relevant, insightful on site content
- Practical course setup enabling real time changes
- Guidance on selecting third parties to help with search optimization
- Being able to understand and make sense of the latest search algorithm updates

Anyone who is responsible for driving target traffic to a website or campaign. Anyone who thinks that understanding search marketing will make them better at what they do. Clients who need to better understand how to manage Search campaigns through partners or agencies. Account Manager to Account Director level in agencies who need to understand Search from a strategic perspective .



## Messaging

101



FULL CONTENT HERE

### Learning Objectives

- Understand the role of messaging for YOUR company in mobile and multi-channel marketing campaigns
- Be able to set-up, manage and deliver brand SMS campaigns via messaging platforms
- Develop strategies for collecting and managing user data (such as mobile numbers), opting in and opting out
- Plan and deliver mobile messaging campaigns to connect multiple channels, including offline to online

The objective of this course is to provide a complete understanding of messaging (SMS and emerging channels) in order to plan and deliver campaigns. The format of the course is a practical one, which will include case studies, exercises for each section, hands-on use of messaging systems.



## Digital Innovation



FULL CONTENT HERE

### Learning Objectives

- The Digital Disruption
- The Importance Of Agility
- Creating an Online Value Proposition
- The Need For New Business Models
- Trends

With the exponential growth in technology, and businesses ever increasing need to remain relevant to a more fluid and ever connected audience, it has never been more important to embrace digital throughout the business, not just as part of the marketing mix. Our Digital Innovation course covers a wide range of topics, helping today's leaders feel more empowered and confident when addressing digital challenges in the future.



## Advanced CRM



FULL CONTENT HERE

### Learning Objectives

- Learn how to integrate CRM into your role
- Understand how to use CRM to build loyalty & increase profits
- Know what to measure and what it means to the bottom line
- Get to know the best CRM programs
- Use CRM to increase sales

Our CRM training will be tailor made to your specific requirements, ensuring you walk away from the event with tools, tips, cheat sheets and templates to easily enable you to implement the new digital communications learning in the workplace. The course is packed full of practical examples, case studies and exercises to ensure a full and complete level of delegate confidence in using email in their role.



## E-Commerce Best Practice



FULL CONTENT HERE

### Learning Objectives

- Identify challenges with e-commerce
- A deeper understanding of today's digital consumer
- How to better drive targeted traffic to your website
- The importance of social proof
- User focused design
- How to strategically plan for integrated commerce
- What when and how to measure
- Practical on page audits with clear action plans for change

E-commerce is not only growing in popularity and more and more brands are transacting online, but the very nature of e-commerce is changing at a phenomenal rate. With the advent of mobile and social commerce it is difficult for brands to keep on top of this ever changing landscape. On this course you will not only gather practical insights that enable quick wins, but also identify the need for a more agile strategic approach to e-commerce.



# About

OGI Europe

OGI Europe is an innovative training company, providing the latest research, insights and commercial know-how to challenged companies. We design and develop actionable trainings and long term in-house training programs, which help brands to improve their overall business performance.

Depending on your goals and circumstances, we offer a number of options ranging from two day boot-camp trainings to fully customized, long term development programs. Our trainers have established and international reputation as specialists in their area of expertise, working with clients in Europe, The Americas and Asia Pacific.

## Any questions? Get in touch!

OGI Europe Kft. / 1061 Budapest, Szív utca 59. / Hungary / Infoline: +36 1 999 0684



AHLSTROM



ORACLE



OmnicomGroup

