

# DIGITAL MARKETING STRATEGIES FOR REAL BUSINESS RESULTS

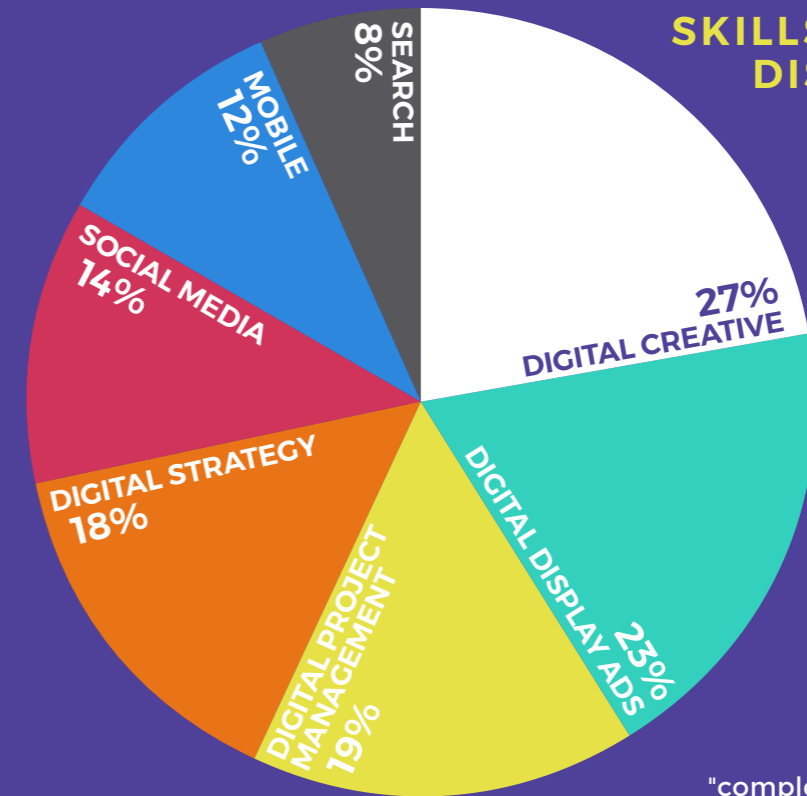
Our CIM accredited courses are designed for sales, marketing and leadership teams who are serious about successful marketing. Our in-company training ensures all your team benefit from increased strategic and tactical skills covering the following key digital components:

## KNOWLEDGE, STRATEGY & TACTICS

- Processes & Tools
- Customer Journey Mapping
- Lead Funnel Planning
- Data Management
- Customer Relationship Management

## RETURN ON INVESTMENT

- Faster, Better Lead Generation
- More conversion
- Customer Retention
- A motivated and effective marketing team!



SKILLS GAP BY DISCIPLINE

Average % reporting to be "completely confident"

**MAXIMISE DIGITAL PROFITS:** Ensure your team are armed with the vital digital marketing skills to really drive your digital marketing profits to scale and grow your business.

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## DID YOU KNOW?



82%

of prospects can be reached via social media\*

OVER 70%

of B2B purchase decision makers use social media to help them decide\*\*



£240 BN

forecast to be spent on Digital Marketing worldwide by 2020\*\*\*

Sources: \*Inside View \*\* Dell \*\*\* Forrester