



Trained by the people that are winning the awards!

Our trainers are running accounts... and they're running them very well!

They're in the platforms daily and have relevant experiences and up-to-date knowledge to share.



This is George.

Working in our Strat & Planning team, he helps some of our largest clients build integrated campaign strategies aligned to overarching business objectives.

Typical Training Content

No matter what stage of the digital journey, invest in moving your marketing strategy forward with this module. Explore the processes required for your business at the planning stage, exploring the industry's key trends and tools.

- ▲ Components of an effective Digital Strategy
 - ▲ Explore how key trends in the industry are impacting business planning and strategy.
 - ▲ Understand how user behaviour and technology are changing the way digital marketing campaigns are approached.
- ▲ Building and Executing an effective Digital Strategy
 - ▲ Build out a strategic objectives framework for your business.
 - ▲ Explore third party tools that can enable more informed decision-making.
 - ▲ Understand the importance of a test-and-learn approach and begin to build your own business hypotheses.

Our office is 10-minute walk from **London Bridge and Tower Hill**. All training rooms are very well equipped and comfortable.

We will structure the day around you and your team. Most sessions are a full day from **10am and 4pm** with lots of breaks along the way.

Feel at home in our client kitchen area with as much coffee, tea or squash as you fancy. For all-day sessions, **lunch will be provided** along with ample fruit and biscuit snacks.

