

SEYA CAPITAL
INSIGHT · STRATEGY · GROWTH

MARKETING

Introduction to Digital Marketing

Essential Concepts and Channels for the Digital Marketing Landscape

SECTOR	AVAILABILITY	DELIVERY
Marketing	On request	Open or in-house

OVERVIEW

About this course

Digital marketing now sits at the centre of how organisations reach, engage, and convert customers. This foundational training course introduces the core channels, concepts, and tools that make up the digital marketing landscape.

Through channel walkthroughs and guided planning exercises, participants build a broad, practical grounding that prepares them to engage confidently with digital specialists and campaigns.

This Seya Capital training course will highlight:

- Overview of the digital marketing ecosystem and customer journey
- Core channels: search, social, content, and email
- Foundational SEO and paid media concepts
- Basic digital analytics
- Building a simple digital marketing plan

SCHEDULE

Dates, venues & fees

Dates and fees for this programme are available on request. It can be scheduled as open enrolment or delivered in-house for your team. Contact info@seyacapital.com.

OBJECTIVES

By the end of the course

By the end of this Seya Capital training course, participants will be able to:

- Understand the core channels and concepts of digital marketing
- Map the digital customer journey
- Apply foundational SEO and paid media concepts
- Use basic digital analytics
- Build a simple digital marketing plan

WHO SHOULD ATTEND

Designed for

This Seya Capital training course is designed for professionals building foundational digital marketing knowledge, including:

- Professionals new to digital marketing
- Marketing Managers expanding into digital
- Business Owners and Entrepreneurs
- Communications and PR Professionals
- Sales and Customer-Facing Teams

PROGRAMME

Course outline

Day 1: The Digital Marketing Landscape

- Overview of the digital marketing ecosystem
- The digital customer journey and touchpoints
- Key digital channels and their roles
- Digital versus traditional marketing considerations
- Setting digital marketing objectives

Day 2: Search Engine Optimisation and Search Marketing

- SEO fundamentals: on-page, off-page, and technical
- Keyword research basics
- Introduction to paid search (SEM/PPC)
- Search intent and content alignment
- Workshop: basic keyword and SEO audit

Day 3: Social Media and Content Marketing Foundations

- Overview of major social media platforms and their uses
- Organic versus paid social media strategies
- Content marketing fundamentals
- Building a simple content calendar
- Workshop: planning a social content calendar

Day 4: Email, Display, and Digital Advertising Basics

- Fundamentals of email marketing
- Introduction to display and programmatic advertising
- Retargeting and remarketing basics
- Choosing the right channel mix
- Case study: selecting channels for a campaign

Day 5: Digital Analytics and Building a Digital Plan

- Foundations of digital analytics and web tracking
- Key digital marketing metrics and KPIs
- Budgeting for digital marketing
- Structuring a simple digital marketing plan
- Final exercise: presenting a digital marketing plan

METHODOLOGY

How you will learn

This training course uses interactive lectures, channel walkthroughs, case studies, and a group planning exercise to build broad, practical digital marketing capability.

IMPACT

The return on learning

For your organisation

- Stronger foundational digital marketing capability
- Better cross-channel understanding across teams
- Improved collaboration between marketing and digital specialists
- More informed digital budget decisions

For you

- Gain a broad grounding in digital marketing channels
- Acquire a practical toolkit for digital campaigns
- Build confidence engaging with digital specialists
- Establish a foundation for further digital specialisation

CERTIFICATION

Seya Capital certificate

Upon successful completion of this training course, delegates will be awarded a Seya Capital Certificate.

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Register or enquire

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