

# Demystifying the integration of inbound marketing strategies

Issued by [Search Online Consulting](#)

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Wits Business School is offering an intensive four-day digital marketing course, developed in conjunction with Ryan Sauer, CEO of Search Online Consulting.



## Creating and Managing Digital Marketing Strategies

The intensive four-day course, Creating & Managing Digital Marketing Strategies, is primarily aimed at delegates whose marketing function includes the responsibility of managing a digital portfolio.

"As inbound marketing continues to break new barriers of thinking in the daily lives of marketers and their customers, this course will equip participants at all levels with a practical understanding of the latest trends and applications in both the South African and global digital space," says Sauer.

"As an integral component of business intelligence, ROI in the digital marketing space needs to be assessed as part of the integrated marketing communications plan, thereby developing a best practice manifesto for companies to navigate the digital marketing sector of the business successfully in this fast-paced digital age."

Case studies showcasing both local and international digital marketing trends, with instruction in the practical orientation of digital interfacing, include mobile, mobile apps and content marketing, SEO strategies, website assessment, social media channels, and application efficacy. CRM engagement strategies including message personalisation techniques, will also be incorporated with the content to help build the entire digital marketing plan. The course comes at a cost of R15,200 for all four days, which includes tuition, instruction material and refreshments.

"Integrating a digital strategy into the overall marketing plan, utilising multiple communication channels, an expansive audience can be accessed across the entire landscape, with the customer experience and engagement enhancing an organisation's brand equity and value proposition," Sauer concludes.

Creating & Managing Digital Marketing Strategies is an intensive four-day programme facilitated by interfaced digital platforms via access to Wits Wi-Fi.

If you would like to submit your full application and secure your place please [click here](#).

For further information please contact Anne Badcock on 011 717 3573 or [anne.badcock@wits.ac.za](mailto:anne.badcock@wits.ac.za).