

# DIGITAL MARKETING STRATEGIES

Interactive One-day Workshop



## Program Overview

Digital marketing is any form of marketing that uses electronic devices either on-line or off-line. Marketing is no longer effective if delivered in a linear fashion of one-way communication with customers. It is no longer satisfactory to merely inform customers of products or services offerings and promotions. In order to develop an engaging interaction for customers, Marketing is shifting to a value exchange model that utilizes two-way communication to reach, engage and benefit customers in across a wide variety of platforms and in various manners. Digital Marketing allows for companies to achieve this omni-channel presence that develops value and relationships for customers.

In this new workshop developed and led by **Dr. Carolyn Massiah**, we will discuss the fundamentals of Digital Marketing. We will explore the various types of Digital Marketing while discussing their uses and their effectiveness. The key steps in developing a successful Digital Marketing Strategy Plan will be outlined. Also, each attendee will work to critically audit their current Digital marketing Strategy in order to identify challenges or unexplored opportunities.

## Key Benefits

- Strengthen your understanding of digital marketing
- Get perspective on the multitude of ways consumers are engaging in digital, including content, search, advertising, social media, and omni-channel experiences
- Leave this workshop with key information and tips to develop and execute digital marketing excellence for your own business
- Earn 0.8 CEU's and 6.5 HRCI credits

**April 12, 2017**  
**8:00 am - 5:00 pm**

UCF Executive Development Center  
36 West Pine Street, Orlando, FL 32801

\$450 (see back page for details)

## Who Should Attend

Anyone interested in engaging their customers when and where they are available with a real-time marketing strategy that works to create long-term relationships of value for both the customers and the business.

The workshop is especially suitable for:

- Marketing and Communications Managers
- Public Relations Directors
- Customer Experience Managers
- Sales and Business Development Personnel
- Entrepreneurs and Small Business Owners

“I have attended UCF’s Social Media workshop in April 2016 and found it relevant and informative. Prof. Massiah provided us with real-world useful applications we could start to implement immediately. I am confident that I will be able to improve our Social Media presence upon returning to my office, based on the tools and exercises Prof. Massiah shared with us.”

*Jennifer Durst-Jarrell, Director of Marketing, Technologies Management, Inc.*

## Program Agenda

Wednesday, April 12, 2017

- 7:30 AM – 8:00 AM Registration and Breakfast
- 8:00 AM – 8:30 AM Welcome and Brief Introductions
- 8:30 AM – 10:00 AM Digital Marketing Strategy – What is it? Why is it needed?
- 10:00 AM – 10:10 AM Coffee Break
- 10:10 AM – 12:00 PM Types of Digital Marketing - Making Them Work for You
- 12:00 PM – 1:00 PM Networking Luncheon
- 1:00 PM – 2:30 PM Develop a Powerful Digital Marketing Strategy – Steps to Success
- 2:30 PM – 3:30 PM Group Exercise- Auditing Your Current Digital Marketing Strategy – A Self-Diagnosis
- 3:30 PM – 3:40 PM Coffee Break
- 3:40 PM – 4:40 PM Using Digital Marketing to Successfully Grow Your Business
- 4:40 PM - 5:00 PM Lessons Learned & Wrap Up

## About the Instructor



**Carolyn Massiah, Ph.D.**, is a Clinical Professor of Marketing at the University of Central Florida. She holds an MBA with a dual emphasis of Marketing and International Management from the University of Colorado and a Ph.D. in Marketing from Arizona State University. Her research, which focuses primarily upon intergroup relations among consumers and uses of Social Media, has been published in the top marketing journals and presented at various conferences, including, the American Marketing Association. She has won several prestigious awards, including Winner of the Association of Consumer Research 2013 People's Choice Best Working Paper Award and 2010 Young Alumni Hall of Fame Inductee of the Anderson School of Management at the University of New Mexico. She regularly teaches marketing classes in UCF's Executive and Professional MBA program.

## Program Fees

- \$400 per participant if registered by March 12, 2017 (\$450 regular price thereafter)
- Registration fee includes one day of highly interactive sessions, breakfast, lunch, refreshment breaks, adjacent parking downtown, and all course materials
- Discounts available to multiple attendees from the same organization, non-profits, past EDC workshop attendees and UCF Alumni—contact us for details!

## Registration Options

### Register Online

<http://business.ucf.edu/executive-education>

**Call** (407) 235-3903

**Email** [executiveeducation@bus.ucf.edu](mailto:executiveeducation@bus.ucf.edu)

**Mail** online registration form & check payable to:  
UCF Executive Development Center  
36 West Pine Street, Orlando, Florida 32801