



Accelerate Your **Digital Performance**

Who is this course **designed to help?**



Senior Level Marketeers
looking to upskill & progress to the next step of their career.



Head of Digital Role
managing an in-house digital team or a roster of agencieshouse team for digital success!

What will be covered?

- **Channel Mix:** Which channels should you be using to drive performance?
- **KPIs & Projections:** Building your own KPI based forecast (split by channel)
- **Brand Health:** Metrics and tactics to measure and strengthen digital brand health
- **The New funnel:** Adapting the customer journey funnel to achieve objectives
- **Skills to In-House:** Building and developing your in-house team for digital success!

What are the benefits?

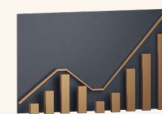
It's important to us that you see the tangible benefits of investing in this course right from the get-go. Here is how you can expect to benefit from undertaking the training:



Advance your skills
and take your digital knowledge to next level



Boost confidence
in decision making around campaign strategy & execution



Achieve quicker results
from implementation of best practices



Harness greater control
over prediction & measurement of performance



Gain cost savings
from upskilling internally and reducing wasted ad spend



Increase your edge
on the competition and boost your market share

Accelerate Your Digital Performance

House Digital is home to a dream team of digital consultants, specialising in designing and developing multichannel marketing campaigns. Our expertise in SEO & Paid advertising sits at the very heart of everything we do, as does our passion for in-housing and upskilling in-house teams.

Yes, we're an agency - but not like the rest of them. Far from it! Our purpose is to do the right thing, rather than the easy thing. We live staunchly by our values, playing with a very straight bat (Totally Transparent), constantly looking to improve performance (Better Everyday), and operating in the knowledge that team experience, collaboration and effort are key to success (Family Unit).



Here are just a few things that we are proud to call ourselves experts at:

- Implementing multi-channel strategies to deliver exceptional digital growth and performance
- Collecting and utilising data to inform strategy and build solid and accurate financial projections
- Deploying appropriate customer acquisition strategies to enhance and strengthen the channel mix over time
- Developing and up-skill in-house resource to do the right things in-house to accelerate and strengthen digital performance

The aim of this course is to accelerate digital growth and performance within your business. Still not sure if it's the right fit for you? Let's take a look at the nitty gritty!

Ask yourself, do you...

- ...rely heavily on digital channels for business performance?
- ...have hefty growth targets with a need to scale digital performance?
- ...aspire to grow and develop an in-house digital team?
- ...want more control over digital performance and confidence in your strategy?

If you answered yes to one or more of the above questions, we're super confident that our course content is well suited to you and your objectives!

Course Content:

1.0 Channel mix: Which channels should you be using to drive performance?

With significant changes to targeted ads, audience targeting and cookie settings, the way the different channels influence each other and interact to deliver incremental performance has changed significantly. In this practical session, you will apply House insights to conduct an in-depth analysis of you and your competitors' overall channel mix and contribution, allowing you to identify actionable steps that your team/agencies can take forward in driving commercial performance.

2.0 KPIs and Projections: Building your own KPI based forecast (split by channel)

Harnessing our many years of practical experience selecting and predicting channel specific KPIs and utilising our very own data bank, we will demonstrate the methodology and insights that we use to build out true multichannel financial projections. We will introduce our 'KPI tracker' and provide you with a template for you to build out your own set of projections, leaving you with a clear understanding of how to translate digital strategy into financial success.

3.0 Brand health: Metrics and tactics to measure and strengthen digital brand health

One of the biggest performance challenges we have come across is a decline in branded search and the impact this has on overall CPA and ROAS. We will share actionable tactics on how we drive branded sessions with high intent to convert. We will introduce a brand health dashboard for you to implement internally, and will run through the top tools we use to monitor brand health from one quarter to the next, as well as how we measure the 'halo' impact of brand specific campaigns.

Course takeaways:

- Channel mix strategy
- Financial projections
- KPI tracker
- Brand health dashboard
- Funnel strategy
- Training plans and checklists

Course format:

- Maximum number of 8 attendees
- Full day face-to-face workshop
- Option to add on 1:1 consultancy to build individual strategies and projections

4.0 The new funnel: Adapting the customer journey funnel to achieve specific objectives

Which channels do you use to target reach, and how can we turn the users we reach into active customers? How do you solve a new customer acquisition problem, or a complex purchasing decision? Where do the newer channels and options, such as sequenced YouTube ads, or PMax campaigns fit in? We will take everything we have learnt so far and build out your very own acquisition > retention funnel strategy, weighting spend and channel selection to meet specific brand objectives.

5.0 Skills to in-house: Building and developing your in-house team for digital success!

You will now have a firm idea of your plan and a list of actions to implement, but how do you make your marketing budget work smarter, stronger and faster for your brand? We will cover the best digital skills to master in-house, as well as share skill-specific training plans for different digital specialisms, so you can make the biggest leaps with your marketing performance this year.

Course Cost:

£1,900 per attendee

Option to add on additional consultancy to build your own funnel strategy and 12m multichannel financial projections (+£2,500)