DIGITAL TRANSFORMATION
STRATEGIES COURSE

RHICS TECHNOLOGY

Innovation through Creativity

Aim of the Course

Understanding Digital Transformation from a leadership perspective.

The programme introduces participants to the fundamentals and business relevance of digital strategies. The course will equip participants with the technical skills needed to manage organisations successfully in a digital age.

The purpose of this course is to provide an actionable framework for analyzing, designing and implementing strategies that ensure businesses remain relevant and competitive in an evolving business landscape.

Who Should attend

This short course is aimed at executives, managers or individuals seeking to improve bottom line profitability through cost-effective digital strategies.

Course Description

With the emergence of social media and advancements in technology, individuals are spending more time on their mobile devices than ever before; accessing social media and online content. Every day there are over **500 million Tweets, 4.5 billion Likes from 1.79 billion users on Facebook, 3.5 billion searches on Google and 95 million photos & videos uploaded to Instagram.** As such, social media platforms and search engines generate a huge amount of data about potential/current customers in real time — who they are, where they are, what they like, how they buy and how they feel about your brand. There are no better avenues to provide easy access to business content, products and services for such customers than these, which they are already accustomed to. With the sheer amount of targets to potentially reach out to on these platforms, it would be detrimental to disregard the potential increase in both revenue and brand visibility that is possible through digital and social media marketing.

This session will unearth practical solutions and strategies for utilising digital strategies & techniques, social media and other IT platforms towards customer acquisition & retention, increased brand awareness, increased sales & revenue. It will provide an opportunity for executives without technical expertise to cost-effectively acquire hands-on, practical training on some of the skills required to run successful Digital & Social Media campaigns that improve business revenue.

Learning Outcome

Participants will gain first-rate taught and practical experiences from industry leading trainers through lectures, workshops, DIY sessions & use of real-time case studies. Specifically, individuals will learn to:

- Create digital strategies with high ROI that are closely aligned to the core business objectives.
- Increase online visibility and bottom-lne profitability through digital strategies
- Design and implement digital transformation strategies with real-time results
- Acquire, retain and extend customers through digital avenues
- Generate higher converting leads via social media & new media platforms
- Provide rich customer experiences through creation of engaging content
- Increase website traffic and search ranking through practical, industry-standard search engine optimisation techniques.
- Stay up to date with the latest trends in the digital, social & mobile industries

Benefits & ROI

Increased Revenue, Reduced costs
Digital strategies deliver a higher ROI than any other, mainly by generating higher conversion rates in relation to initial costs. A well-planned and implemented digital strategy can significantly improve revenue and reduce operational costs.

Real-time Customer Services
Through daily active engagement, organisations can respond quicker to customer requirements and through social listening, gain valuable insights that aid smarter business decisions.

Increase Brand Awareness and Customer Loyalty
Connecting with customers online makes it easier to find your products and services, increase top of mind brand awareness, customer retention and brand loyalty.

Improved Competitive Advantage
Digital strategies provide level playing grounds for businesses as the cost of participation is relatively low or FREE. It keeps you at par with rivals, allowing competition with even the largest corporations. With social media monitoring you can gain key information about your competitors, allowing you to make strategic business decisions. Create Visibility and Build Credibility that Increase Profitability by engaging consumers effectively on several media platforms that they utilise daily.

Course Outline /Module Breakdown

5 DOMAINS OF DIGITAL TRANSFORMATION

Customers
In traditional theory, customers have been seen as aggregate actors to be marketed to and persuaded to buy. The prevailing model of mass markets focused on achieving efficiencies of scale through mass production (make one product to serve as many customers as possible) and mass communication (use a consistent message and medium to reach and persuade as many customers as possible at the same time).

Competition
Traditionally, competition and cooperation were seen as binary opposites: you competed with rival businesses that looked very much like yourself, and you cooperated with supply chain partners who distributed your goods, or provided needed inputs for their production.

Data
Traditionally, data has been produced through a variety of planned measurements in a business's own processes—production, operation, sales, market research—and has been used for evaluating, forecasting, and decision-making.

Innovation
Traditionally, innovation decisions were made through a deliberative process of analysis and decision-making among key leaders inside the firm (or sometimes just their best hunch). Large investments were made in bringing important new ideas to market, based on a high stakes bet that the market will reward them. The high costs of failure steered participants to focus on well-defined problems, and solutions that were close to the firm's existing offerings.

Value
Traditionally, a firm's value proposition was seen as fairly constant. Products might be updated, marketing campaigns refreshed, or operations improved, but the basic value a business offered to its customer was assumed to be constant, and defined by its industry (e.g. car companies offer transportation, safety, comfort, and status, in varying degrees). A successful business was one that had a clear value proposition, found a point of market differentiation (e.g. price or branding), and focused on executing and delivering the best version of the same value proposition to its customers year after year.

Session #	Topics	Teaching/Learning Strategies
DAY 1 (For two day training) For 1 day training some subjects will removed.	**Business Analysis, SEO & Digital Marketing Fundamentals** • Define SEO & its relevance to businesses • Define Digital Marketing; explore its evolution, ecosystem and the current landscape. • Online Brand Visibility • Challenges of implementing Campaigns with good ROI. • Define business model and Objectives • Define clear mission statement and elevator pitch. • Define target audience • Identify customer and/or end-user requirements	Taught Lecture Practical DIY
	Online Visibility: Understanding the Search Engine Algorithm. Google, Bing & Yahoo • Factors that determine page rankings and online visibility on search engines • Dealing with Search Engine crawlers **Introduction to Keywords & Keyword Research** **Building Business Credibility Through Content** • Content: "The King" • Rich content creation Strategies • Video Content Creation • Copywriting	Taught Lecture Taught Lecture & Practical Workshop

Session #	Topics	Teaching/Learning Strategies
	Digital Marketing Strategies & Framework for Profitability • Aligning business objectives with digital strategies • Social Engagement • Customer Acquisition, Retention & Extension • Segmentation & its role in targeted marketing. • Retargeting	Taught Lecture
	Pay-per-click Advertising • Introduction to Google AdWords	Practical Workshop
	Social Media Marketing & Paid Social Advertising • Social Media marketing best practices • Facebook paid adverts • Twitter advertising • Instagram promotions & adverts	Practical Workshop
	Mobile Marketing & Advertising • Engaging mobile audience • Location based marketing	Practical Workshop
	Measuring Success • Metrics, Reports, & KPIs • Delegate Feedback	Practical Workshop

Company Profile

Rhics Technology is a creative digital agency headquartered in London, UK with branches across 3 continents. We specialize in Mobile & Web Application development, Design & Branding, Training and general IT consultancy. We have a proven history of creating online success for global organizations via our suite of services offerings.

We help define your goals, create effective strategies, build easy to use applications, and design award-winning systems that communicate the desired message. Our process unites talent & passion with discipline.

Our competitive prices ensure that projects are executed within budget and on time. This allows for true client-to-project transparency and a streamlined workflow from concept to execution.

VISION – To be the leading international full service digital agency.

MISSION – To provide personalized value proposition throughout our design, training, IT consultancy, mobile and web development services.

QUALITY ASSURANCE - With a commitment to quality, an in depth knowledge of interactive best practices and a structured proven process – our company delivers excellence time and time again.

Trainer Profile

Christian Junior – Rhics Technology

Christian is a multi-skilled IT Specialist with over 10 years practical experience in the Information & Communication Technology industry. He maintains an impressive portfolio of over 200 successfully executed projects within various disciplines encompassing; business analysis, marketing, digital advertising, social media marketing/management, UX design, mobile and web development to name a few.

Christian is the director of RHICS, an international Digital Agency headquartered in London, UK. In this role, he has consulted on numerous IT projects for international clientele; managing stakeholders and workforce spread across several countries.

Most recently, he has led projects for partners & brands including Virgin Atlantic, British Airways, Chartered Insurance Institute of London, Antigua High Commission London, Caribbean Confederation of Credit Unions, St. Lucia Tourism Board, Jamaica Tourism Board, Tobago House of Assembly, Cooling Tech Caribbean, Sterling Business Network amongst many others. A firm believer in knowledge & skills transfer, Christian travels around the world educating business leaders on cost-effective IT strategies for achieving excellent customer services, brand awareness, maximum security, productivity and profitability.

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