

DIGITAL STRATEGIES

FOR SUSTAINABLE GROWTH



RHICS TECHNOLOGY
Innovation through Creativity

DIGITAL STRATEGIES FOR SUSTAINABLE GROWTH

Executive Education

Goal of the Programme:

In today's digital world, developing business models and strategies to grow and sustain your business is absolutely critical.

This practical workshop is designed to help your organisation build visibility and brand credibility and improve your profitability by effectively engaging customers across several media platforms daily. In order to adapt and thrive, organisations need people who can think strategically and harness each wave of digital change to create new value for customers and new opportunities for the business.

The three-day programme, "Digital Strategies for Sustainable Growth" focuses on how businesses can utilize new strategies and business models for their organisations to remain relevant in this digital age. The programme is designed to equip participants with the technical know-how needed to successfully manage organisations in this digital era. It introduces participants to the fundamentals and the relevance of digital strategies in the business environment.

The objective of the programme is to provide an actionable framework for analyzing, designing and implementing strategies that will ensure businesses remain relevant and competitive in an ever-evolving business landscape.

Learning Outcome

Participants will leave with a set of planning tools and strategies that can be implemented immediately in their organisation. The cases studies will feature digital trailblazers and traditional enterprises that are adapting to the digital economy. Specifically, individuals will learn to:

- Understand digital platform and how to leverage them for business growth.
- Create value for the business, its people, customers and the society at large
- Create digital strategies with KPIs that are closely aligned to the core business objectives.
- Increase online visibility and bottom-line profitability through digital strategies
- Understand the nuances of delivering service excellence in an online environment.

- Improve overall customer services through automation.
- Design and implement digital transformation strategies in your business with real-time results.
- Acquire, retain and extend customers through digital avenues.
- Generate members & 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.
- Acquire new skills for entry into a new industry as a Digital Strategist, Digital Marketer, SEO Consultant, Business Analyst etc.
- Stay up to date with emerging technologies and the latest trends in the digital, social & mobile industries

Benefits & ROI

Increased Revenue, Reduced costs

Digital strategies deliver a higher ROI than other traditional forms of marketing and/or advertising, 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.

Improved 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 marketing, Search Engines & Social media all provide level playing grounds for businesses as the cost of participation is relatively low or FREE. It keeps you at par with rivals, allowing for keen competition. With social media monitoring you can gain key information about your competitors, allowing you to make strategic business decisions.

Programme Outline /Module Breakdown

Strategic Social Media Marketing

Understand the relevance and application of Facebook, Instagram, Twitter, SnapChat, WhatsApp etc. Understand how to utilise Owned, Earned & Paid media on social media. Understand the role of influencers, seed marketing & word-of-mouth social referrals. Learn how to manage precision targeted and Re-targeting adverts on social media.

Mobile Marketing & Hyper-Connectivity

Advancements in technology have made mobile devices easily accessible. Mobile devices have facilitated the proliferation of social media and digital platforms, in turn shaping up the modern customer into a hyper-connected consumer. You will learn the characteristics of the hyper-connected consumer and understand how mobile marketing can be used to add value at each touch-point of the consumer-buying journey.

Introduction to Search Engine Optimisation (SEO)

Over 75% of online experiences start with a keyword search on the major search engines. Consumers are also increasingly using social media platforms as search engines. It is important that you understand how to optimise your content and assets to ensure organic visibility when consumers search for your products and services online. SEO is an important aspect of digital marketing as it could dramatically reduce the overall cost of advertising.

Programmatic Advertising: LinkedIn, Google, YouTube

Programmatic advertising uses machines and algorithms to purchase advertising display space. This automation leaves more time for humans to optimise, manage, measure, and improve the ads. You will be introduced to pay-per-click advertising platforms such as Google Adwords and LinkedIn. You will learn how to reach targeted audiences based on segments such as demographics, age, social standing, interests and geographical location.

AI & Emerging Technology in Business & Marketing

AI or Artificial Intelligence is a buzz word for businesses these days and rightfully so. AI is changing the business landscape across several industries, yet most businesses haven't adopted AI because they believe it requires huge technological and/or financial investment. This course will expose you to different applications of AI & emerging technologies in business & marketing. You will develop an AI powered customer service Chatbot.

Value Creation: Goals, Objectives & KPIs

Traditionally, a firm's value proposition was seen as fairly constant. Products might be updated but the basic value a business offered to its customer was assumed to be constant. New players have disrupted many industries by offering new value proposition powered by technology and platform business models. You will learn how to create Business, People, Societal & Customer values that are closely aligned to the core business goals.

Digital Transformation & Disruption

This module explores the 5 domains of digital transformation as follows:

- Customers
- Competition
- Data
- Innovation
- Value

Traditional vs Platform Business Model

- Understanding digital business platform
- Migration from traditional to platform based model

Customer Services in a Digital Environment

Assessments

- Group Projects
- Assessment Quizzes
- Class coursework
- Written Exams

Group Projects

- Develop a customer service chatbot using Artificial Intelligence
- Create a value-added social media campaign
- Analyse a proposed business venture using a framework
- Develop a S.M.A.R.T KPI framework aligned to core organisational goals
- Develop a proposal on digital transformation strategy

Training Faculty

Mr. Christian Junior

Director, Rhics Technology UK

Christian is an Oxford University certified Digital Marketing Strategist with 10 years practical experience in the IT industry. He maintains an impressive portfolio of over 300 successfully executed projects within various disciplines.

He has consulted on numerous IT projects for international clientele; managing stakeholders and workforce spread across several countries. Most recently, he has led the design of projects for brands including **Chartered Insurance Institute (CII) London, Virgin Atlantic, British Airways, Co-op Bank, Antigua High Commission London, Caribbean Confederation of Credit Unions (CCCU), Cooling Tech, Edward B. Beharry Group, Standard Chartered Bank amongst many others.**

Christian has a track record of successfully implementing effective digital marketing strategies for a number of global organisations.