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COURSE BROCHURE

Advanced Professional Digital Marketing Training Course

8 – 19 February 2027
Paris

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Ref: 459_16622 **Date:** 8 – 19 February 2027 **Location:** Paris **Fees:** 9500 GBP

Professional Digital Marketing is an advanced 2-week training course for digital marketing specialists, marketing managers and e-commerce leads who turn channel activity into one Multichannel Digital Marketing Plan with budgets, KPIs and a test schedule. Buyers now research, compare and purchase across search, social, email and marketplaces, so the gap between channel effort and commercial return decides marketing credibility. Jupiter Prime Training delivers this course for practitioners ready to run digital channels as one system.

Why Professional Digital Marketing Matters Now

Three forces reshape digital channels today: privacy changes that weaken third-party cookies and push organisations toward first-party data, search and social platforms that automate bidding and placement, and finance leaders who expect every channel budget to show incremental return. An organisation that plans channels together can shift spend quickly toward what converts, while one that runs them in silos pays twice for the same customer and cannot explain its results. The course draws on the event-based measurement model of Google Analytics 4 GA4, on conversion rate optimisation CRO practice and on established attribution and testing methods.

Who Gains Most from Professional Digital Marketing

- Specialists who run organic search, paid search or paid social accounts day to day
- Marketing managers accountable for channel budgets and campaign calendars
- E-commerce leads responsible for traffic quality, conversion and basket value
- Content and CRM owners who manage editorial pipelines, email journeys and lists
- Analysts who maintain tracking, dashboards and attribution reports

A digital team that owns several channels for one brand gains most when its search, social, content and analytics members attend together and agree one plan.

Professional Digital Marketing Capabilities

Participants move from optimising single accounts to steering a connected channel mix against commercial targets.

- Audit technical, on-page and off-page search factors for a priority site section — content owners scheduling fixes
- Design paid search and paid social campaign structures with bidding and audience logic — budget holders approving spend
- Build content and email journeys mapped to purchase stages — CRM owners sequencing messages
- Specify marketing automation triggers, lead scoring and nurture rules — sales teams receiving qualified leads
- Compare attribution models and incrementality tests for channel credit — finance partners judging return
- Calculate channel budgets, KPIs and test schedules in one plan — leadership signing off the digital mix

Key Professional Digital Marketing Terms

- Search engine optimisation SEO — improving a site's technical health, content and authority so it ranks for relevant unpaid search queries.
- Pay-per-click PPC — paid advertising bought through auctions on search or social platforms, charged when a user clicks the advert.
- Attribution model — the rule set that assigns conversion credit to the touchpoints a customer met before converting.
- Marketing automation — software rules that send messages, score leads and move contacts between journeys based on behaviour.
- Conversion rate optimisation CRO — structured testing of pages and journeys to raise the share of visitors who complete a goal.
- First-party data — information a business collects directly from its own customers and visitors with their permission.

Professional Digital Marketing Day by Day

Day 1: Digital Channel Landscape and Customer Journeys

- Digital Marketing Maturity Assessment — Locating Gaps Across Channels and Capabilities
- Omnichannel Customer Journey Mapping — Matching Channels to Purchase Stages
- Owned, Earned and Paid Media Model — Balancing Reach Against Control
- Digital Value Proposition Canvas — Framing Messages for Online Buyers
- Competitor Digital Footprint Review — Spotting Underserved Search and Social Spaces

Day 2: Search Engine Optimisation Foundations

- Technical SEO Crawl Audit — Fixing Indexing, Speed and Mobile Barriers
- Keyword Research and Search Intent Clusters — Prioritising Pages That Earn Demand
- On-Page Optimisation Checklist — Aligning Titles, Headings and Structured Data
- Link Earning and Digital PR — Building Authority Without Penalty Risk
- Local and Marketplace Listings — Capturing Nearby and Retail Search Demand

Day 3: Paid Search Performance

- Search Campaign Architecture — Grouping Keywords, Ads and Landing Pages
- Match Types and Negative Keyword Lists — Controlling Query Relevance and Waste
- Smart Bidding Strategies — Choosing Targets for Cost per Acquisition or Return
- Quality Score Drivers — Lowering Click Costs Through Relevance
- Shopping and Performance Max Feeds — Steering Product Visibility and Margin

Day 4: Paid Social and Display Advertising

- Paid Social Audience Design — Combining Lookalike, Interest and Retargeting Pools
- Creative Testing Frameworks — Rotating Formats Before Fatigue Sets In
- Programmatic Display Buying — Weighing Reach, Viewability and Brand Safety
- Frequency and Reach Planning — Setting Caps That Protect Audience Goodwill
- Social Commerce Formats — Shortening the Path From Discovery to Basket

Day 5: Content Marketing Strategy

- Content Pillar and Topic Cluster Model — Organising Assets Around Buyer Questions
- Editorial Calendar Planning — Sequencing Formats Across Campaign Peaks
- Video and Short-Form Content Planning — Matching Length to Platform Behaviour
- Influencer and Creator Partnerships — Selecting Voices That Fit the Brand
- Content Performance Scoring — Retiring, Refreshing or Repurposing Assets

Day 6: Email Marketing and Marketing Automation

- List Growth and Consent Capture — Building Permission-Based Audiences
- Email Journey Design — Welcoming, Nurturing and Reactivating Contacts
- Deliverability and Sender Reputation — Keeping Messages Out of Spam Folders
- Lead Scoring and Nurture Rules — Handing Qualified Leads to Sales
- Automation Workflow Mapping — Triggering Messages From Customer Behaviour

Day 7: Web Analytics and Measurement

- GA4 Event and Conversion Set-Up — Capturing the Actions That Matter
- Tag Management and UTM Conventions — Keeping Campaign Data Consistent
- Digital KPI Tree — Linking Channel Metrics to Revenue Goals
- Dashboard Design for Marketing Leaders — Showing Trends Rather Than Noise
- Consent Mode and First-Party Data Capture — Measuring Within Privacy Limits

Day 8: Attribution and Conversion Optimisation

- Attribution Model Comparison — Assigning Credit Across Touchpoints Fairly
- Incrementality and Holdout Testing — Proving Which Spend Adds Sales
- Marketing Mix Modelling Basics — Reading Long-Term Channel Contribution
- Landing Page CRO Audit — Removing Friction From Forms and Checkout
- A/B Test Design and Sample Size — Avoiding False Winners

Day 9: Budgeting and Channel Planning

- Channel Budget Allocation Model — Shifting Spend Toward Marginal Return
- Customer Lifetime Value and Acquisition Cost — Setting Sustainable Bid Ceilings
- Forecasting Traffic and Conversions — Testing Targets Against Capacity
- Agency and In-House Resourcing — Deciding Who Runs Each Channel
- Risk and Scenario Planning — Preparing for Platform and Algorithm Shifts

Day 10: Practising the Multichannel Digital Marketing Plan

- Journey-to-Channel Alignment Review — Linking Maps to Campaign Choices
- SEO and Paid Search Coordination — Sharing Keywords Across Organic and Paid
- Measurement Framework Sign-Off — Confirming KPIs, Tags and Attribution Rules
- Quarterly Test Schedule — Ordering Experiments by Expected Impact
- Multichannel Digital Marketing Plan — Presenting Budgets, KPIs and Tests for Approval

Applying Professional Digital Marketing After the Course

- Run a technical SEO crawl audit and a paid search query review on one priority product line, then agree a joint keyword list for organic and paid teams.
- Launch one holdout or A/B test from the quarterly test schedule and report its incremental effect against the agreed digital KPI tree.

Professional Digital Marketing Questions FAQ

What is professional digital marketing and why does it matter now?

Professional digital marketing is the planned use of search, social, content, email and analytics as one connected system. It matters now because privacy changes and automated ad platforms reward organisations that measure incremental return and coordinate channels instead of buying the same customer twice.

Which roles gain most from professional digital marketing training?

Channel specialists, marketing managers and e-commerce leads gain most. Retail brands use it to raise conversion across marketplaces and their own sites, while business-to-business firms in sectors such as logistics or software use it to generate and nurture qualified leads for sales teams.

How does professional digital marketing training differ from an AI marketing course?

This professional digital marketing course works through channel craft, measurement and budgeting over two weeks. A course on artificial intelligence in marketing focuses on predictive models and generated content; here the emphasis is on SEO, paid media, email journeys, attribution and the planning decisions linking them.

What do you bring back from professional digital marketing training?

You bring back a channel plan your team can run. It sets budgets by channel, a KPI tree tied to revenue, tracking and attribution rules, and a quarterly schedule of tests, so channel owners know what to launch, measure and adjust first.

Professional Digital Marketing: The Way Forward

The Multichannel Digital Marketing Plan first informs how next quarter's budget is split between organic search, paid media, content and email. Channel owners, analysts and finance partners use it to agree targets and test priorities. After its first quarter, the attribution rules deserve a fresh look, because test results usually show which channels were over-credited and where incremental growth really sits.