

B2B

COURSE BROCHURE

DIGITALLY SMART YOUR E-LEARNING PARTNER





Welcome

The business world is evolving faster than ever before...

Digitally Smart programmes deliver **the framework and tools** needed to meet the challenges of our economy today - and tomorrow

Transform your career with a programme grounded in the realities of modern business and the connected society. Learn with some of Europe's leading Digital Marketing experts.

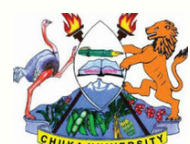
Why Choose Digitally Smart

- ◆ We are a **UK accredited CPD** education & training **provider**
- ◆ We partner with **universities, international organizations, non-for profit** and the **private sector**
- ◆ Our programs are **instructed by leading experts** with first-hand **industry experience**, globally
- ◆ We have an extensive reach, having delivered training across **3 continents** and more than **13 countries**

Bridging the digital skills gap

Our programs open doors to **transformation**. They address the **global digital skills gap** by future-proofing participants' careers with the skills they need to thrive in today's **ever-changing digital society**.

Some proud partners



Course Overview



What will you learn?

Traditionally, B2B companies tended to focus their communications on businesses they were selling to directly. But with more channels and information available to buyers than ever before, the **B2B landscape has shifted dramatically**, and these businesses must transform the ways they communicate.

In this course, you will learn the key concepts and principles of business to business (B2B) marketing to **effectively engage and connect with your customers**. Specifically, you will learn to **use digital marketing at different stages in the B2B customer lifecycle**, and we will also explore how to **integrate offline with online** to achieve marketing objectives.

The course combines a mix of **dynamic video-lectures, engaged discussions**, and **interactive supporting material**. Concepts are illustrated through cases of companies in diverse industries and executives will end the course with a digital transformation roadmap for their own organizations.



Module 1: Essentials

It was only a few years ago that, for the most part, business-to-business or B2B companies tended to only focus their communications on businesses they were selling to directly. This required an approach that was often heavily reliant on explaining the specifications of a product or services - in other words everything was geared towards being very functional. In this module, we explore how B2B companies are shifting and why, before exploring some real-world examples of effective B2B communications in action.

Learning objectives

- The current B2B landscape
- The current communication strategies used by B2B companies
- How B2B companies can build authority and reputation

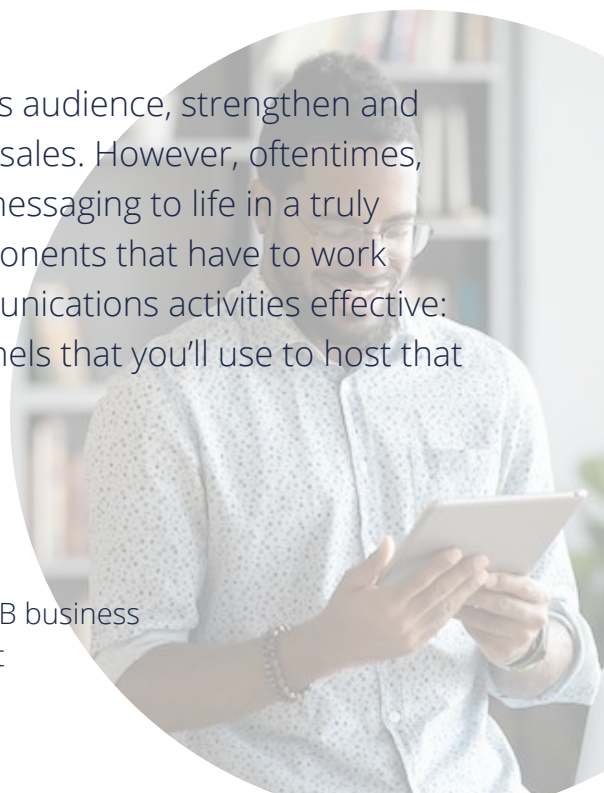


Module 2: Building blocks

Content is a key component to expand B2B business's audience, strengthen and develop brand affinity, and ultimately drive leads and sales. However, oftentimes, B2B brands have struggled to bring their marketing messaging to life in a truly impactful way. In this module, you will learn the components that have to work together to make each one of your company's communications activities effective: the content that you're going to create, and the channels that you'll use to host that content.

Learning objectives

- The key components to creating impactful content for B2B
- B2C communication strategies that can be leveraged by B2B business
- How to select the appropriate channel to host your content



Module 3: Strategy

In previous lessons we have explored the role of content and communication channels within your strategy, and we have also established that B2B can find real inspiration from B2C approaches. However, it is important to recognize that B2B isn't just about your immediate buyers, but also their buyers. In this module, we explore the role of business communicators, we look at ways to leverage them and we discuss the best practice principles for planning your B2B communications.

Learning objectives

- Learn to leverage word of mouth
- Identify your business communicators and learn how to leverage them
- Learn to plan your communication strategy

Module 4: Deployment

The days in which B2B companies focused their communications efforts to only capture the attention of their business buyers are gone long time ago. In the current marketplace, B2C communication strategies have already proven themselves successful in many B2B settings, which are the ones that have understood how to leverage their buyer's influences in a strategic way. In the previous modules, we have discussed the methods to identify your target audience, and the content and the channels to distribute your communications. In this module, we will put all this into action.

Learning objectives

- Learn to set-up a detailed content calendar
- Understand how to measure success
- Learn some of the key tools to support your measurements

The learning journey

Our participants are at the core of everything we do. Our Digital Marketing program is **highly interactive**, resulting in drop off rates of below 2%. It is designed to provide both, digital marketing capability as well as the digital skills required to equip the future workforce. Allowing learning anywhere, anytime, 24/7 and from any location.



High definition video-lectures designed by our specialist product teams and leading industry experts



Class participation via dedicated discussion forums allow students to interact and learn from tutors and peers



Stimulate **team-work, critical thinking, and communication skills** to develop fundamental soft skills



The continuous evaluation is conducted via **graded assignments, class participation and test quizzes**



All learning materials are available anywhere, anytime, 24/7 from any location



Subject Matter Experts

The digital marketing program is designed, taught and validated by **industry experts.**

They are in continuous development, while supporting on module creation and validation as well as tutoring.