# CORPORATE TRAINING

# DIGITALLY SMART

## YOUR TRAINING PARTNER

**Digitally Smart**
e-learning digital marketing

**CPD** THE GROUP | **ACCREDITED PROVIDER** #777909

# 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

# Live Workshops

Our highly interactive workshops are offered online in **virtual classrooms.**

They combine **senior-level practical experience** with **academic thinking** to bring together experts across a wide range of disciplines. As a result, delegates **acquire highly relevant knowledge and skills** that they are able to **implement immediately** in their roles.

✦ 1-3 days workshops.

✦ Delivered by **seasoned professionals** with broad experience delivering training.

✦ Delivered alongside **engaging learning activities, exercises**, and **games** designed to address specific key learning points.

# Business Development

## Workshops

**Digital Transformation
Building relationships
Crisis Management
Strategic thinking
Creative problem solving &
decision-making**

Other topics covered include:

Design thinking, Creative & Critical thinking, Planning, Change management, and Influencing skills.

# Human Resources

## Workshops

**Leadership
Interpersonal skills
Team building
Building high
performing teams
Mentoring & coaching
Emotional Intelligence**

Other topics covered include:

Women and leadership, Project & talent management,Conflict resolution, People & performance management, Presentation skills, Time management, and Diversity, equity & inclusion.

# Sales, communications & Customer service

## Workshops

**Customer service excellence**
**Professional selling skills**
**Effective communication skills**

Other topics covered include:

Negotiation, Relationships building, Lead prospecting, Overcoming objections in sales, Sales presentations, Managing difficult conversation and managing upwards.

## Workshops

**Banking**

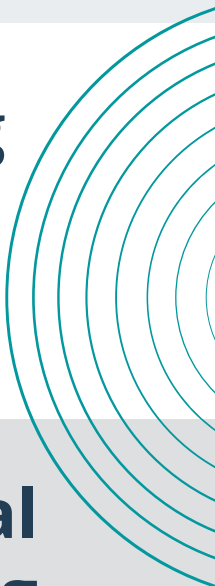**Credit management**
**Commercial relationship management**

## Workshops

**Digital Marketing**

**Ecommerce management**

**Digitally Smart**

# Courses Delivery

Our training courses are delivered online through Digitally Smart LMS. All the video-lectures are pre-recorded so that **employees can access them anytime during the week**. This provides great flexibility for our participants as they can manage their time at their best convenience.

Our courses are created with

- Talented scriptwriters that simplify complex topics
- Animations that are both entertaining and educational
- Dynamic presenters that keep learners engaged

Our LMS-friendly platform, which **integrates with your current LMS** and adopts single sign-on, contains the learning programs that links our library of courses to your business needs. All fueled by signature Digitally Smart elements that make the knowledge stick.

# Course training types

## Tutor-led training

Our courses are **designed, taught, and validated by industry experts**. They are seasoned professionals with a deep understanding of the latest tools and techniques, with invaluable hands-on experience in delivering digital projects on a daily basis. This offers a unique opportunity to our learners, as tutors **overlay our formalized syllabus with their real-life experiences, examples, and case studies**.

There is **no final exam** in our courses. Course evaluation happens on an on-going basis through regular submissions. On a weekly basis, employees submit their graded assignment, test quizzes, and class participation via discussion forums. They can work on these elements anytime during the week as long as they are submitted within the deadline.

## Self-paced training

When employees create their learning schedules, they can **study when they can focus best**. Our self-paced delivery mode allows employees to follow the courses at their own time and schedule. They can proceed from one topic or module to the next **at their own speed**, without the pressures of submitting their work within a deadline.

Similarly to the tutor-led training, there is no final exam in our self-paced programs. The course grading is based on the embedded test quizzes, so you can monitor their progress and assess their level or learning.

# Business development courses

## Leadership

Emotional intelligence
Performance
management
Personality types
Design thinking Change
management
Mentorship & coaching
Talent management

## Digital Transformation

Digital vision
Goal definition and KPI
setting
Change management
Business culture,
skillsets and mindset
Staff engagement and
onboarding
Leadership

## Consumer Experience

Audience segmentation
Marketing personas
Customer journey
Empathy maps
Omnichannel marketing
Personalization
Feedback loops

## Data-driven Decision-making

Data analysis and
visualization
Applied analytics and
data for decision
making
Machine learning
Predictive tools
Sampling
Simple regression
analysis

## Agile

Agile and growth
mindsets
Agile change
management
Agile frameworks
SCRUM principles
Lean vs agile
methodologies
Agile developments
Agile applications in
business

# Digital Marketing courses

## Fundamentals of Digital Marketing

Digital marketing channels
Content marketing
Social media marketing
Web Analytics
Search Engine Optimization

## Social media marketing

Building a social media presence
New developments in the social space
Social demographics
Risk mitigation
Paid opportunities
Communication pillars

## Ecommerce

eCommerce scope and business models
Online payment systems
eCommerce sites as media owners
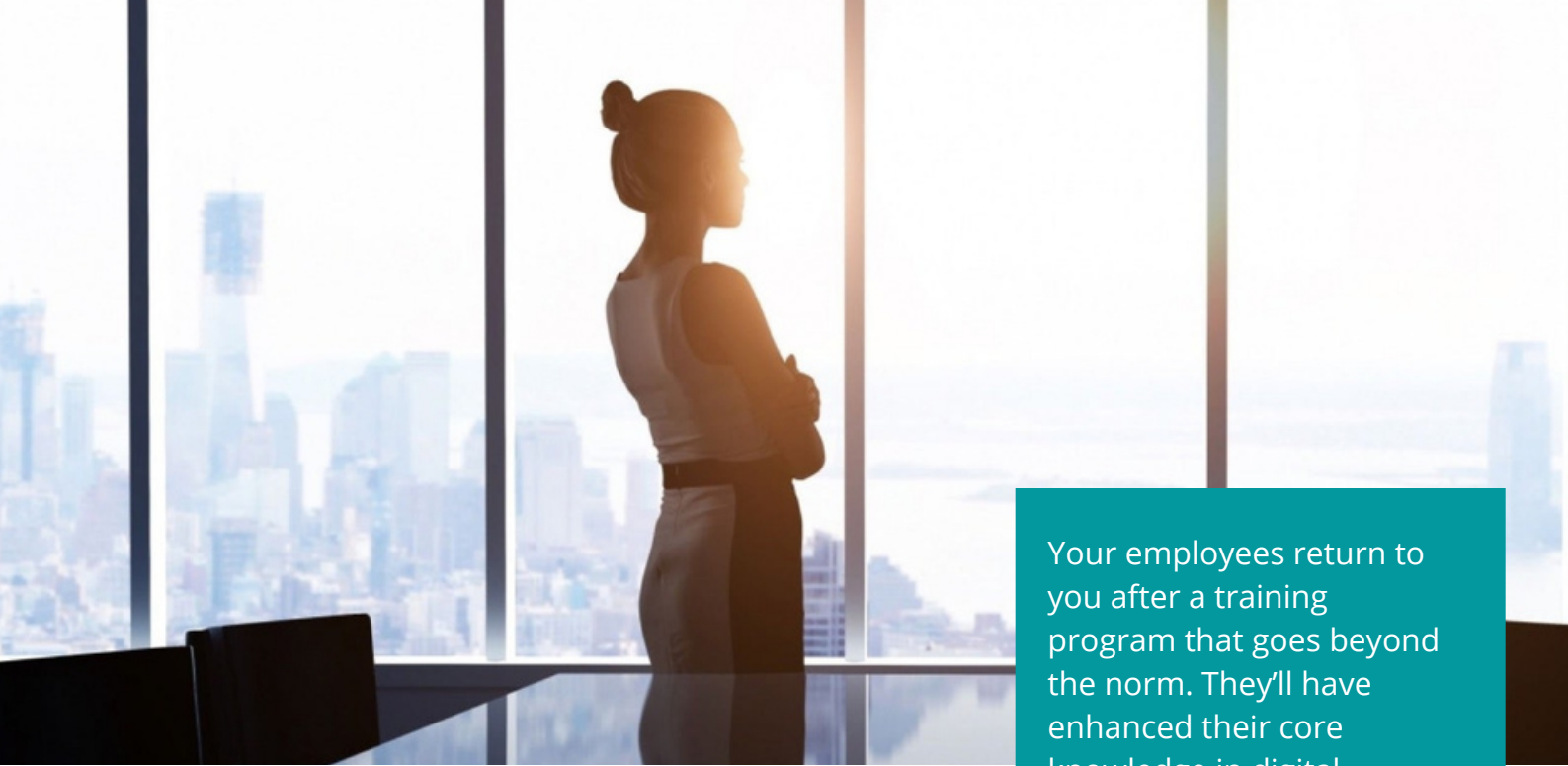Maximising sales in eCommerce sites
Omnichannel retail

## SEO

How search engines work
SEO goals
Keywords
On-site SEO strategy
Sitemaps and robots.txt
Off-site SEO & backlink strategies

# Corporate training to meet your needs

Digitally Smart corporate training provides **high quality programs in business development, sales, customer care, communications, HR and digital technologies** to help our clients to achieve their maximum business potential.

Our corporate programs deliver the framework and tools needed to meet the challenges of our economy today and tomorrow, and they provide solutions based on **leading edge techniques**.

The corporate programs from Digitally Smart focus on meeting client requirements using a combination of **global experience** and proven, effective teaching & learning methods.

Your employees return to you after a training program that goes beyond the norm. They'll have enhanced their core knowledge in digital marketing, certainly, but they'll also have a greater understanding of the industry dynamics. We'll have shared the bigger picture.

delivered training in **4+ continents**

inspired **3000+ students annually**

**150+ years of combined** trainers experience

# Price list

## LIVE WORKSHOPS

**Workshop** ........................................................................................... **$350**

**Min. 20 employees**

## ONLINE COURSES

### TUTOR-LED

**Up to 50 employees** ........... **$275**

**Up to 100 employees** ........ **$250**

**Up to 200 employees** ........ **$220**

### SELF-PACED

**Up to 50 employees** .......... **$250**

**Up to 100 employees** ........ **$220**

**Up to 200 employees** ...... **$200**

*Prices above per participant*

## Contact us

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