

Welcome to Irish Times Training

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PLEASE NOTE

We require five working days' notice
on all cancellations.

For over a quarter of a century, Irish Times Training has been providing a comprehensive portfolio of quality business courses. We lead the way in providing cutting edge learning and our instructors are the best in their field.

Digital marketing is a sector, which is flourishing right now and we've created a number of exciting and practical courses to address this demand. Our aim is to ensure all participants leave with tangible and practical benefits, which they can bring to their businesses. Our extensive digital marketing programme includes a Diploma in Digital Marketing, Search Engine Optimisation, Twitter & Facebook for Business, Writing for the Web and many more.

Located in the heart of the capital we are ideally situated and easily accessible by rail and bus. Our team would be delighted to provide any assistance or advice on selecting the right course for you or your staff. We can also provide all of our courses on an in-company, tailored basis.



**IRISH TIMES
TRAINING**
A step ahead

IHF Diploma in Digital Marketing

COURSE DURATION

13 evenings - 6.00pm - 9.00pm at Irish Times Training, 24-28 Tara Street, Dublin 2

COURSE DATES

June 30th 2014- September 22nd 2014

COURSE FEE

RRP: €1,500

IHF Member Fee: €899

Non IHF Member Fee: €1,199

Following the great success of the Irish Times Training Diploma in Digital Marketing, we are delighted to announce that we have liaised with the **IHF** to develop a hospitality specific **Diploma in Digital Marketing**.

Working with our lecturers and supported by industry insights from the IHF, we have tailored the Diploma in Digital Marketing specifically for marketing practitioners within the hospitality sector. We have added sector specific modules as well as amended key aspects of the course to reflect industry case studies and course materials.

Internet Marketing FETAC MINOR AWARD Level 5

Delegates who wish to obtain the Internet Marketing FETAC Minor Award will be required to complete a Search Engine Assignment, Research Project and Digital Marketing Plan

Module 1 – Conversion and Revenue Generation

Trainer – Michelle Conaghan, Conaghan Consulting

This module focuses on the fundamental role that the hotel website and booking engine play in the distribution mix and how conversion rate is the key metric for measuring performance. Exploring the direct relationship between conversion and hotel profitability, you will learn: the science of conversion rate optimisation, the key factors that improve conversion, the tools available to test, measure and monitor, and how to introduce a process for continual improvement. Using case study examples, students will also learn how improvements in conversion will increase return on investment from marketing campaigns and increase marketing budget available; unlocking exponential growth.



I WANTED TO GET KEY PEOPLE TO ATTEND
A DEVELOPMENT TRAINING COURSE AND
IRISH TIMES CAME RECOMMENDED

Phillip Tomlinson, BETDAQ

Module 2 – Digital Marketing Strategy

Trainer – Maeve Kneafsey, Elucidate

The foundation module will examine how the internet has changed the relationship between hoteliers and their clients. Setting the scene for the rest of the course it will examine current trends in marketing within the hospitality sector, and how the internet affects strategy, tone of voice, media placement, and copywriting style. Using examples of global best (and worst) practice the module finishes by introducing a scorecard system for planning online marketing strategically.

Module 3 – Search Engine Optimisation (Domestic and International)

Trainer – Gavin Duff, Amplify

This module will demonstrate how you can use search engine optimisation and marketing to drive customers to your site, how to improve your search engine ranking and how to maximise your conversion of visitors to customers. It will look at how you maintain search engine visibility and continuously improve your site's ranking using trusted and transparent methods. It will address also the specific international SEO challenges for the hospitality sector.

Module 4 – Google AdWords & Pay per click Ads

Trainer – TBC

This module will show you how to set-up AdWords campaigns that increase your click through rates and ensure effective return from your pay per click (PPC) budget. You will learn what's involved in on-going AdWord campaign management and how to write compelling ad copy. Importantly, you will learn how to assess the acquisition cost per booking via PPC and compare this with other channels, so you can understand how to set the optimum PPC budget for your hotel.

Module 5 – Online Advertising & Affiliate Marketing

Trainer – Michelle O'Keeffe, mediabrokers.ie

This module has been split to cover online advertising and affiliate marketing and their respective returns on investment in delivering bookings. It will show you how to plan an online advertising campaign. It will help you put together an overall strategy for display advertising, write a creative brief, determine the best media for your objectives, understand how to maximize your return on investment and show you how to correctly budget for your online ad spend. It will also look at the area of affiliate marketing, how it work, metrics and management

Module 6 – Online PR and Managing Reviews

Trainer – Eoin Kennedy, Knudger

This module will look at the changing face of public relations and the benefits of integrating online PR into your communications plan. We will examine how different online platforms and content are appropriate in varying situations, how to develop an online press release and how to monitor and manage your reputation online. Specific to the hospitality sector, where online review tools weigh heavily on your reputation, this module will also address how to deal with reviews, the good and the bad.



IT HIGHLIGHTED
AREAS I NEEDED
TO FOCUS ON

Miriam Silke,
Irish Psychiatry College

Module 7 - Online Video

Trainer- Yvonne Cleary, Vuvie Media

This module looks at how you can create a community, increase brand awareness, click-through, & response rates by using online video. We look at how to create, edit and distribute video. We examine where it is appropriate to use video and the impact it can have, how seeded and viral video can be used to best effect using case studies. We'll discuss the channels on which to distribute video for maximum impact, results and returns. And, finally, we'll examine what's in store for video use and quality as broadband speeds improve.

Module 8 – Email Marketing and Lead Generation

Trainer - Jenny Taffee, IZest Marketing

This module will reveal how permission-based email marketing plays an integral part in digital marketing to increase customer reach and sales. You will find out how to write, time and test campaigns as well as gaining an insight into data protection considerations. It will also equip with you to optimise your conversion rates from your lead generation activity.

Module 9- Website Analytics

Trainer – Antonie Geerts, Arekibo

This interactive, practical module will help you derive useful insights from website analytics. It is designed to help you get actionable insights from the traffic to your website, which can then be used to improve design and optimise traffic. You'll be able to identify areas that require improvement and you'll be able to measure the impact of changes implemented.

Module 10 – Legal

Trainer – Yvonne Cunnane, Matheson Ormsby Prentice

This module will focus on the legal challenges and issues that digital marketing presents specific. It will cover all aspects of data protection, permissions, reputation management and risk.

Module 11 - Social Media Marketing

Trainer – Michelle Conaghan, Conaghan Consulting

Learn how to leverage your hotel's presence on Social Media platforms to generate more connections, build relationships with customers and boost your bottom line profits. This module will take an in-depth look at Facebook, Twitter, LinkedIn and other popular social networks. It includes case studies of how Irish and global hotels are using social media effectively to build customer communities and manage their online brand.

Module 12 - Mobile Web

Trainer – Lisa O'Dwyer, Adforce

This module will equip you with the information you need to help develop your hotel's mobile web strategy. We'll look at how content needs to be rendered differently for mobile consumption, the various methods available for deploying content for mobile devices and the impact this has on design. You will understand how the user requirements are different in the mobile context and take a peek at future advances in mobile and what it means for your digital marketing strategy

Module 13 – Writing for Digital Marketing

Trainer – Conor Pope, The Irish Times

This module will provide you with the necessary skills to express yourself effectively in an online world. It highlights the differences between writing for the web versus print media and will provide you with a thorough understanding on how to position digital content to attract and convert visitors.

* Course instructors and order of modules are subject to change.

Awards:

On successful completion of the course participants will be awarded an Irish Times Training & Irish Internet Association Diploma in Digital Marketing. On successful completion of the three written assignments participants will be awarded a **FETAC Level 5 minor award in Internet Marketing L21683**.



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