

HUEYA

# DIGITAL ACADEMY

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DIGITAL  
MARKETING



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10-WEEKS PROGRAM

VIRTUAL INSTRUCTOR-LED

CUSTOM CONTENT

LEARNING KIT

GROUP DYNAMICS

FINAL ASSIGNMENT

**01**

Digital Overview

**02**

Digital Strategy

**03**

Content Marketing

**04**

Social Media

**05**

Search

**06**

Programmatic

**07**

Video & Audio Advertising

**08**

Influencer Marketing

**09**

Data & Analytics

**10**

Final Assignment

# OVERVIEW

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# 01

## Digital Overview

- What is digital marketing?
- Digital ecosystem and most effective channels
- Four main types of digital media
- Key players in digital media
- Consumer digital consumption & media penetration
- Top trends

# 02

## Digital Strategy

- Defining marketing objectives based on business objectives
- Understanding the digital buyer funnel
- Defining a brand, visual identity and brand story
- Analyzing your consumer and creating a user persona
- Analyzing market and competitors
- Identifying a strategic opportunity

# 03

## Content Marketing

- What is content?
- From insight to creative idea
- Content Strategy: Defining territory, role, formats, messaging and production
- Story-telling in digital formats
- Best Cases

# 04

## Social Media

- Overview of social media landscape and audience by platform
- Social media strategy
- Audience targeting and segmenting
- Buying models by platforms
- Formats by platform
- Social media best practices

# 05

## Search

- Fundamentals of Search Engine Optimization
- Understanding and using keywords
- Elements considered for results ranking
- Google Ads Bid Strategies
- Ad Groups and Ad Extensions
- Reporting & Analytics

# 06

## Programmatic

- Fundamentals of programmatic
- Ecosystem and how it works
- Understanding the different buying models
- Leveraging big data & targeting
- Programmatic marketing strategies

# 07

## Video & Audio Advertising

- Fundamentals of video and audio advertising
- Main players for Video & Audio
- Understanding algorithms for video & audio platforms
- Paid advertising opportunities for video and audio
- Best cases

# 08

## Influencer Marketing

- Why influencer marketing?
- Types of influencers
- Compensation models
- Selecting influencers based on objectives, platforms and audience
- Navigating influencer marketplaces and talent networks

# 09

## Data & Analytics

- Role of analytics
- Evolution of digital metrics
- Audience, objectives and KPIs
- Landscape of marketing measurement tools

# 10

## Final Assignment

- Attendees will work in small groups and develop a digital marketing plan throughout the 10 weeks of the program.
- Every week they will have group assignments, where they will be completing the different parts of their marketing plan.
- A final assignment template will be shared with them to complete using the weekly assignments.
- During the final session, all the groups will present their digital marketing plan and receive feedback.
- We recommend using a panel of judges from the company to evaluate and score the different groups.

# MEET YOUR TRAINER!

## MARY REDONDO



Marketing professional with more than 15 years of experience in digital marketing working with a wide range of brands including Peugeot, KIA, Coca Cola, Carolina Herrera, Reckitt Benckiser, NBA, Telefonica, Sephora, Nintendo and Office Depot among others.

Former Managing Director of Havas Creative in Mexico and Havas Sports & Entertainment in Miami. Participated as speakers in several in events including Festival of Media Latam, Social Media Week, Portada, Miami Music Summit and Futuro de los Medios. Awarded with several recognitions including Global M&Ms Awards, The Festival of Media Latam, The Internationalist, and Portada Awards.

## FERNANDO MONEDERO



With 20 years of experience, Fernando brings the embodiment of his career to accelerating the digital transformation of multinational companies. He has spent his career growing brands through digital formats, by effectively anticipating the next stage of growth and development needed to remain competitive and profitable.

Fernando has held positions such as Managing Director at the Miami office of IPG Media brands, at WPP as LATAM Regional Digital Director and he oversaw the Havas Digital department for clients in the U.S. and Latin American markets. He has spoken at various media and marketing events and participated as part of the jury at Festival of Media LATAM. In 2016, he was Portada Magazine's "top pan-regional marketing and media professional." Fernando is committed to helping companies navigate the ever-changing digital environment by developing their teams to drive the success of the business.