



bristol business college

YOUR BEST BUSINESS DECISION

Digital Mastery: A Digital Marketing, AI, and Social Media Workshop

1 Day Training Workshop

9.30 a.m.

Foundation for today

- Welcome & Introductions

9.45 a.m.

Trends, Purpose, and Digital Planning

11.00 a.m.

Break for Coffee/Tea

11.15 a.m.

Customer Personas and Digital Journeys

12.15 p.m.

Content Planning

1.00 p.m.

Lunch

1.45 p.m.

Websites, Short Form Video and Podcasts

2.45 p.m.

Break for Coffee/Tea

3.00 p.m.

Social Media, Email, Influencers, Metaverse Marketing, Measurement and Evaluation

4.15 p.m.

Questions & Answers, Next Steps

4.30 p.m.

CLOSE