



PROJECT NOTIFICATION

Reference No.: 56

Date of Issue	7 February 2023
Project Code	23-IP-21-GE-DLN-A
Title	APO e-Course on Digital Marketing Strategies
Timing	31 July 2023
Hosting Country(ies)	APO Secretariat
Venue City(ies)	Not Applicable
Modality	Digital Learning
Implementing Organization(s)	APO Secretariat
Participating Country(ies)	Open
Overseas Participants	Not Applicable
Local Participants	Not Applicable
Closing Date	Not Applicable
Remarks	Timing is the launch date of the e-course.

Objectives	<ul style="list-style-type: none"> - Learn about digital marketing, the importance of strengthening digital marketing strategies, and how to create a digital marketing strategy. - Explore methods and latest trends in digital marketing using various channels, tools, and platforms. - Introduce methods to measure the impact of digital marketing on productivity performance.
Rationale	<p>According to GlobeNewswire, the digital marketing industry is expected to grow by 13.9% by 2026, reaching USD786.2 billion. Major contributors to this growth are social media, used by 58.4% of the global population. Digital marketing is an effective instrument for increasing productivity by generating leads, capturing prospects, and expanding a company's reach and branding.</p>
Background	<p>Digital marketing involves using digital tools to reach and engage with customers and potential customers. It is a critical marketing channel. With the shift in business models, current marketing practices must also be updated. Digital marketing strategies involve the use of search engine optimization (SEO), content marketing, social media marketing, email marketing, display advertising, and more. By leveraging these channels, businesses can increase their marketing productivity as well as visibility and build relationships with target audiences.</p> <p>Thus, a digital marketing strategy can be used as a guiding document to determine which activities are required to achieve the desired results. This course will offer practical, effective ways to develop and enhance digital marketing strategies for different types of organizations, measure their impact, and familiarize participants with the latest trends in this area.</p>
Topics	<ul style="list-style-type: none"> - Digital marketing basics, channels, and identifying a "lightning-rod" target audience - Goals, objectives, and value proposition design - Developing content strategy, campaign planning, and tools and platforms - Competitor analysis, analytics, and measurement and latest digital marketing trends - Measuring the impact of digital marketing
Outcome	<p>Participants will gain knowledge and skills to create a more customer-centric online experience and engage with customers via digital platforms. They will learn how to develop digital marketing strategies that create value and understand how to execute them.</p>
Qualifications	<p>Open to all participants in member and nonmember countries.</p>

Please refer to the implementation procedures circulated with this document for further details.



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Secretary-General