



European Partner Simplilearn

26-28 Rue Edward Steichen, L-2540 Luxembourg

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Digital Strategy for Brand Marketing

Course Overview:

Establish a digital presence by building a brand and increase customer engagement with the help of this Digital Strategy for Brand Marketing course. This digital strategy course will help you create digital marketing strategies to execute and manage branding campaigns.

Course Highlights:

- 3+ hours of self-paced learning
- 5+ hours of instructor-led training
- Knowledge relevant across industries such as FMCG, retail, BFSI, ecommerce, pharmaceuticals, or technology
- Understand applications with real-life examples and case studies
- Course-end assessment and hands-on projects
- Lifetime access to self-paced learning

Course Delivery Method:

This online bootcamp course consists of a combination of online self-learning videos and live instructor-led classes.

Prerequisites:

This Digital Strategy Brand Marketing course has no prerequisites. Anyone with an interest in the brand marketing field can enroll in this course.

Skills Covered:

- Brand management
- Brand strategy
- Brand value proposition
- Digital marketing

Who Will Benefit:

Business graduates, marketing managers, digital marketing managers, and marketing professionals can take up this course to gain an understanding of brand marketing in digital scenarios.

Key Learning Outcomes:

This Digital Strategy for Brand Marketing course will help you with the following:

- Leverage brand marketing in the digital era
- Build brands and create brand value propositions
- Create and manage brand marketing campaigns across all digital channels and platforms
- Measure brand value by determining key performance indicators
- Manage the agency relationship for your brand
- Track consumer and market insights with help of metrics like sales volume, market share, profit projections, pricing, and distribution
- Develop brand standards and usage guidelines

Certification Criteria:

Attend one live virtual classroom batch or complete or complete 85 percent of online self-paced learning to unlock the certificate.



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About us:

Synermesh SA The Synermesh PAAS (powered by the Zoho SAAS; Simplilearn LMS); PMI training) connects the our staff & partners with the top Banks; Funds Administrators; and Funds Managers active in Luxembourg. Within our platform we provide access to our consultants to: tools to support project management & digital transformation: accounting services; training services; and specialised tools to support the specific operations related to Fund Administration

Simplilearn is a leader in digital skills training, focused on the emerging technologies that are transforming our world. Our blended learning approach drives learner engagement and is backed by the industry's highest completion rates. Partnering with professionals and companies, we identify their unique needs and provide outcome-centric solutions to help them achieve their professional goals.

Founded in 2009, Simplilearn is one of the world's leading providers of online training for Digital Marketing, Cloud Computing, Project Management, Data Science, IT Service Management, Software Development and many other emerging technologies. Based in Bangalore, India, San Francisco, California, and Raleigh, North Carolina, Simplilearn partners with companies and individuals to address their unique needs, providing training and coaching to help working professionals meet their career goals. Simplilearn has enabled over 1 million professionals and companies across 150+ countries train, certify and upskill their employees.

Simplilearn's 400+ training courses are designed and updated by world-class industry experts. Their blended learning approach combines e-learning classes, instructor-led live virtual classrooms, applied learning projects, and 24/7 teaching assistance. More than 40 global training organizations have recognized Simplilearn as an official provider of certification training. The company has been named the 8th most influential education brand in the world by LinkedIn.