



AD PULSE

PRESENTS

# ADVERTISING DISRUPTION

-HOW TO RE-INVENT THE AD BUSINESS-



So how will **advertising agencies** evolve and ensure they continue to act in the best interests of their clients, the brands? To discuss the **future** of **agencies**, a panel discussion will take place with leading figures from the worlds of **advertising**, media and brands.

They will examine some of the most pressing questions about the future of advertising and marketing and the huge disruption the Communication industry is facing.



Whether you're an agency working with clients, or an in-house team working with others around your organization, getting people onboard with producing content is challenging. Thankfully it isn't all doom and gloom. Our **content strategy workshop** will change that by helping you get your team on track, build new skills, and prioritize projects.

## Overview

The Content strategy course equips marketers with practical knowledge and skills to build successful content strategies.

Delegates will explore objective-setting and measurement, brainstorming and ideation, creative format and channel choices, and tactics for disseminating content.

The course has a practical emphasis, with tips on tools, techniques and working models **to build successful content strategies.**

During the workshop, attendees will gain clarity, focus, and enthusiasm—and most of all, leave with achievable, specific next steps.

## Learning Outcomes:

- Key components of successful digital content strategies
- Content for engagement and content for lead generation: defining strategy goals and measuring them
- Understanding the content landscape (native, branded, sponsored etc.)
- Ideation techniques: distilling themes into specific concepts, choosing formats and channels
- Editorial calendar creation
- Dissemination techniques via earned, owned, paid channels
- Measuring impact and reporting results

## Who Should Attend?

The methodology outlined in this workshop can be used by B2B and B2C businesses, start-up companies or established brands.

Delegates are typically: Marketing executives, Marketing managers, PR executives, PR managers, Business owners, Copywriters, Designers



Integration has become an essential concept in marketing and communications especially with the rapid developments of new media and social media together with the improvements of traditional media.

With increased competition, marketers are looking for ways to improve the overall cost-effectiveness of their communications programmes by carefully evaluating, selecting and integrating appropriate tools to maximise their marketing budgets.

## Overview

Research shows that increasingly more customers are using multiple channels to interface with brands. This workshop will help you design and deliver an integrated, multi-channel marketing approach. Whilst the emphasis is on digital marketing, this practical workshop is designed to help you create an effective IMC with traditional tools and techniques with a view to achieving synergy and an overall better experience for your customers.

In this workshop, you will get to develop an integrated communications strategy and how to best leverage it through the social channels.



## Learning Outcomes:

- Understand why fragmentation of the communications industry requires an integrated approach to communications planning.
- Draft a plan and set out the associated steps and timelines to deliver on it.
- Develop consistent, visually engaging and well-designed marketing tools, which support a consistent and coherent brand message through all channels
- How to determine positioning and messaging according to audience
- Develop a social media plan
- Select appropriate communications tools and media selection based on objectives and budget constraints
- Measure the performance of your communications using outcome metrics and return on investment criteria.

## Who Should Attend?

The course is designed for professionals in marketing, communication, advertising, public relations, sales, and business development who need practical, up-to-date knowledge of marketing strategy and techniques. This workshop is aimed at anyone interested to gain critical knowledge and insights into integrated marketing communications concepts and practices.

In today's digital environment, good content should be all about reaching and serving the right audiences. Ephemeral Content marketing is becoming more and more prominent in the digital marketing landscape. Marketers face a huge opportunity to reach a young, progressive audience by going **beyond traditional marketing** with more **ephemeral content**.

## Overview

This workshop is designed to provide you with best-in-class marketing content on ephemeral platforms and all the exciting opportunities for using cutting-edge content to build meaningful relationships with consumers.

## Learning Outcomes:

- Insight into the value of creating ephemeral content, with practical tools and techniques to leverage this tactic.
- How to create content that is intended to be consumed "in the moment" and identify opportunities for brands and businesses
- Identifying the variety of ephemeral content types (i.e. Snapchat stories, Instagram Stories, live streamed videos like Facebook Live, Meerkat, Periscope and more.)
- How to use platforms like Instagram, Snapchat and Facebook to distribute this short-lived content.
- How to boost engagement to new heights while keeping your followers coming back for more.
- Do's and don'ts
- How to create and publish beautiful interactive content by playing and experimenting with platforms.
- How to craft short and more precise video messages.

## Who Should Attend?

Marketers thirsty to find unique and creative ways to target their audience.

PR professionals and Social Media Marketers

Designers and creatives within the design and advertising sector looking for inspiration and new ways to approach design ideation.

Anyone who's involved in coming up with ideas, no matter in which industry they work



# ADVERTISING



For your queries please contact:



**TREE AD**

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