



2 Day Corporate Training

Skill-Lyft

Digital Marketing Strategy That Converts

In a crowded digital environment, marketers are often surrounded by tools, tactics and channels, but still lack a clear strategy that connects activity with business results. This course is designed to help marketing professionals, business owners and growth teams build focused digital strategies that align with customer behaviour, campaign objectives and measurable business outcomes. Participants will learn how to develop structured digital marketing plans, map customer journeys, select the right channel mix and identify conversion gaps across the funnel. The course also covers lead generation, campaign planning, KPI setting, analytics and practical funnel development.



WHAT YOU WILL LEARN

- ✓ Design a results oriented digital marketing strategy aligned with customer behaviour and business goals
- ✓ Select and integrate suitable digital channels across the marketing funnel
- ✓ Map the customer journey and identify key touchpoints
- ✓ Identify conversion gaps that may affect campaign performance
- ✓ Build clearer lead generation funnels and set practical KPIs
- ✓ Use analytics tools to measure campaign effectiveness and develop a structured campaign plan



WHO SHOULD ATTEND

- Chief Marketing Officers and Heads of Digital
- Marketing Directors and Marketing Managers
- Marketing Executives and Digital Marketing Managers
- Brand Managers, Content Strategists and Social Media Managers
- Performance Marketing Specialists and Campaign Managers
- Business owners responsible for marketing growth
- Growth teams responsible for lead generation and customer acquisition

LEAD TRAINER



Elizabeth Taylor

META Certified AI & Digital Marketing Trainer, Professional Speaker, and LinkedIn Top Voice

Elizabeth Taylor is an experienced business and marketing trainer with over 25 years of expertise in business strategy, training, and execution. She specialises in business and marketing audits, digital marketing training, and 1 to 1 business coaching. Her client portfolio includes brands such as Apple, Moët, Novartis and L'Oréal, and she has taught digital marketing in professional academia, including Google Squared and CIM related programmes.



AVAILABLE FOR
IN HOUSE TRAINING



HRD CORP CLAIMABLE
subject to employer eligibility
and approval



CUSTOMISABLE TO
YOUR ORGANISATION'S
NEEDS



INTERESTED IN TRAINING YOUR TEAM?

Email hello@skill-lyft.com or WhatsApp +60 11-3613 4122 to request a detailed proposal.