

# DIGITAL MARKETING MASTERCLASS

Friday 17 August  
2018

## *Become a digital marketing expert*

The digital revolution has changed customer engagement. Come along and learn how to apply our 5-step process to extend customer reach, engagement and conversion via the various digital and social media channels.

The masterclass is a mix of theory and practice allowing you to work on your organisation's digital marketing strategy during our facilitated break-out sessions.

Whether you are an SME, non-profit or a social enterprise you must have a digital strategy in place. If you need help to get your digital marketing strategy up to speed, make sure you join us.

Still unsure whether this workshop is the right fit for you? Just send Timo or Yannick a message and discuss it further.

## Highlights

- Applying the 5-step digital marketing process
- Segmentation and persona techniques
- Developing objectives along a conversion funnel
- Converting prospects into clients
- Producing engaging content on a shoestring budget

## Details

- Date:** Friday 17 August 2018  
**Time:** 9.00 am – 4.00 pm  
**Location:** Griffith University, Gold Coast campus  
Building G11 Room 4.29 (Seminar Room)  
**Price:** Early bird: \$399 + GST  
(until 20 July 2018)  
**Catering:** Full day catering included

**PLACES  
ARE  
LIMITED**

**Register:** [events.griffith.edu.au/digital-marketing-masterclass](https://events.griffith.edu.au/digital-marketing-masterclass)



## Dr Timo Dietrich

Dr Timo Dietrich holds a joint position with Griffith University and The University of Queensland as a Lecturer and Postdoctoral Research Fellow respectively.

Timo is an expert in digital and social marketing and applies both to deliver effective behaviour change programs. He has published in 48 peer-reviewed books, journal papers, and conference papers.

Timo uses a suite of behavioural theories and innovative technologies to engage and move consumers along the hourglass funnel. He works with a diverse range of industry partners and clients from the finance, technology, and health sector.



## Yannick van Hierden

Yannick van Hierden is a Marketing Officer with Social Marketing @ Griffith. With a background in marketing and communications, Yannick is experienced in strategic branding, positioning and digital marketing.

He works from an outside-in approach and treats the customer as the starting point of all marketing activities. Specialised in the customer journey and buyer personas, Yannick has developed several content strategies to increase website traffic, leads and clients.

As a digital nomad, Yannick knows where to find the customers online, and how to reach them with the right information at the right time.

## Program

Time	Topic
9.00 am - 10.00 am	Digital trends 2018–2020
10.00 am - 10.30 am	5-step digital marketing process
10.30 am - 10.45 am	Morning tea
10.45 am - 11.45 am	Brand narrative workshop
11.45 am - 12.45 pm	Segmentation and persona workshop
12.45 pm - 1.30 pm	Lunch and networking
1.30 pm - 2.30 pm	Building digital hourglass & content plan
2.30 pm - 2.45 pm	Afternoon tea
2:45 pm –4.00 pm	Producing content on a shoestring budget

*‘Lots of takeaways and things I can action immediately, as well as bigger ideas I can chip away at.’*

**Digital Marketing  
Masterclass participant**  
9 February 2018

## Contact us

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