



Digital Course

EMPOWERING EDUCATION THROUGH
STRATEGIC DIGITAL MARKETING

Your Mobility Partner

PIC Number: 948037649 Organisation ID: E10207576



Course Overview

In the rapidly evolving landscape of education, the effective use of digital marketing has become indispensable for schools to reach and engage with their target audiences. This 5-day intensive training course is designed for educational staff who are eager to enhance their digital marketing skills and leverage modern strategies to promote their institutions effectively.

Course Objectives

- Gain a comprehensive understanding of digital marketing concepts and its relevance in the education sector.
 - Explore various digital marketing channels and strategies tailored to the unique needs of educational institutions.
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 - Acquire skills to create compelling and relevant content, including blogs and newsletters, to engage the school community.
 - Develop a personalized digital marketing plan for your school, incorporating strategies learned throughout the course.
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Learning Outcomes

Participants will gain a comprehensive understanding of digital marketing concepts and their relevance in the education sector. The course will explore various digital marketing channels and strategies specifically tailored to the unique needs of educational institutions. Additionally, participants will acquire skills to create compelling and relevant content, including blogs and newsletters, to engage the school community effectively. The course will culminate in participants developing a personalized digital marketing plan for their school, incorporating the strategies learned throughout the program.

Price: All expenses can be covered through a Knowledge Acquisition (KA) subsidy within the Erasmus+ initiative. This is a 5-day training course in which Mobility Friends imposes a fee of **350€ per attendee, in courses located in the cities of the Continent and Madeira island. The fee for Azores island is 480€ per attendee. The price includes the training course and a coffee break.**

For **groups of 5 or more people**, please contact us for pricing details.

Duration: 5-Day Course

Language: English

Schedule: The time of classes, whether in the morning or afternoon is determined by the provider. The schedule may vary considerably based on participants' preferences and the trainer's discretion regarding any modifications.

Certificate: A Certificate of Attendance will be awarded to participants who attend minimum of 80% of the course.

Other Services: Mobility Friends offers various services for you. We handle everything from accommodation to cultural visits and transfers. Contact us to learn how we can assist you with your travel logistics.

PLANNER

DAY 1

- Definition and scope of digital marketing.
- Importance of digital marketing in the education sector.
- Key digital marketing channels.
- Digital Marketing Strategies.
- Overview of various digital marketing strategies.
- Tailoring strategies for educational institutions.
- Case studies of successful digital marketing campaigns in the education sector.

DAY 2

- Creating a School Website.
- Importance of a school website.
- Elements of an effective school website.
- DIY tools and platforms for website creation.
- Social Media for Schools.
- Overview of popular social media platforms.
- Developing a social media strategy for schools.
- Tips for managing social media accounts effectively.

DAY 3

- Importance of Content Marketing.
- Understanding the role of content in digital marketing.
- Creating compelling content for schools.
- Incorporating storytelling in educational content.
- Blogging and Newsletters.
- Setting up a school blog.
- Writing engaging content for newsletters.
- Email marketing strategies for schools.

DAY 4

- Introduction to Online Advertising.
- Overview of online advertising options.
- Google Ads for schools.
- Social media advertising strategies.
- Budgeting and Measurement.
- Setting advertising budgets for schools.
- Tracking and measuring the success of online advertising campaigns.
- Adjusting strategies based on analytics.

DAY 5

- Practical exercises on creating content, managing social media, and running online ads.
- Action Planning.
- Developing a personalized digital marketing plan for each participant.
- Goal setting and implementation strategies.
- Resources and tools for ongoing learning.
- Participants present their digital marketing plans.
- Feedback and evaluation course.




Talk with Us

We are waiting for You

www.mobilityfriends.org

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