



**ACHIEVE**  
THROUGH ACTION

*Course*

# DIGITAL TRANSFORMATION (IN-HOUSE) TRAINING

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# DIGITAL TRANSFORMATION TRAINING

## TARGET MARKET

- Business Owners
- Social Media Managers
- Hybrid Teams
- Content Creators
- Communication Staff
- Club Agents
- Staff involved with Social Media
- Sale Staff who engage in-person and digital
- Brand Managers

# DIGITAL TRANSFORMATION TRAINING

## COURSE OUTLINE

- Introduction to Digital Transformation
- The 'Phygital' Era
- Content Strategy
- Social Media Strategy (Facts and Myths)
- Customer Centricity
- Introduction to E-Mail Marketing
- Brand Communication
- The Customer Journey (Digital)
- Introduction to E-Commerce
- Engagement Value
- ROI on Digital Strategy

*Thank you*

**WE LOOK FORWARD TO WORKING  
WITH YOU**

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**For more information contact:**

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