Digital Marketing and Social Media Strategy

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Digital Marketing and Social Media Strategy is a 5-day senior digital marketing course delivered by Mars Training Centre in London, Amsterdam, Dubai, Barcelona and Kuala Lumpur, and live online — designed for marketing directors, heads of digital, and senior marketers shaping digital and social strategy at the executive level.

Digital channels have moved from the bottom of the marketing org chart to the heart of it. Paid media, organic search, social platforms, marketing automation, and AI-assisted content now drive most of the customer journey for most organisations. The senior leader's job is no longer to know every platform feature — it is to govern an integrated digital function, allocate budget intelligently, and read the data the platforms produce.

Across five focused days, you will work through the strategic architecture of modern digital marketing: setting digital objectives, structuring teams and agencies, building integrated campaigns, governing social media, and measuring outcomes the board will accept. The programme uses case material from British, European, and Middle Eastern organisations and is built for senior marketers who already know the basics and want to lead the function properly.

What You Will Learn

By the end of this programme, you will be able to:

- Build a digital marketing strategy that aligns with corporate strategy.
- Design an integrated paid, owned, and earned media plan.
- Structure a senior digital team and govern agency relationships.
- Apply a customer-journey framework to digital channel choices.
- Evaluate social media platforms by commercial fit, not popularity.
- Govern brand presence across major social platforms responsibly.
- Direct a search and content programme without becoming a specialist.
- Use marketing automation and CRM data to drive campaign performance.
- Apply AI tools sensibly within a digital marketing function.
- Defend digital marketing investment using meaningful metrics.

How You Will Benefit

You will leave with a senior leader's command of digital and social — enough to direct a team, challenge an agency, and shape strategy — and a Mars Certificate of Completion.

Your organisation will gain a digital marketing leader who can integrate channels, govern external partners, and connect digital activity to commercial outcomes rather than vanity metrics.

Who This Programme Is For

This programme is designed for senior digital and marketing leaders, including:

- Marketing Directors with digital ownership
- Heads of Digital Marketing and E-commerce
- Heads of Social Media and Content
- Brand Directors moving into digital strategy
- Communications Directors managing digital channels
- General Managers in digital-first businesses
- Senior public-sector communications leaders

The seniority floor is senior manager and above. The programme runs in person over five days at any of our international centres — London, Amsterdam, Dubai, Barcelona or Kuala Lumpur — or live online, and leads to a Mars Certificate of Completion.