

An LDI Training Course

STRATEGIC DIGITAL CORPORATE COMMUNICATION

by

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INTRODUCTION

As multiple forms of digital platform continue to reshape the business landscape, corporate strategists are challenged to stay informed, adapt, and make strategic and quick decisions in an environment that is continuously evolving.

This three-day program designed for non-communication professionals delivers frameworks and foundational tools you need to design, implement, and manage a successful digital communication strategy that helps you in achieving any business objectives.

This program will allow participants to engage in the exploration of new insights and experiences from the instructor by combining the use of conceptual frameworks, case studies, practical checklists, simulation, and team activities.

KEY BENEFITS

By participating in this course, you will:

- Develop the skills to build an actionable digital communication strategy that aligns with your goals
- Examine how companies from different industries use specific digital communication strategies to reach specific target audiences
- Build a digital communication journey that can be used and implemented immediately
- Identify ways to determine return on investment (ROI) for your digital communication efforts
- Build audience personas to better target your key customers
- Discuss digital communication challenges, from measurement, implementation to crisis management

COURSE CONTENT

- 1. Digital Communication**
What digital communication is all about and its application in business context.
- 2. Digital Stakeholder Mapping**
Identifying what digital medias are being used by our stakeholders.
- 3. Integrated Digital Channel:**
How using multiple digital channels can help us in increasing awareness from our audience.
- 4. Digital Communication Strategies**
A compilation of effective communication strategies designed to reach digital audience.
- 5. Digital Stakeholder Engagement**
How to create higher engagement from our digital stakeholder, regardless of what digital media they are using.
- 6. Digital Communication Monitoring**
How should we monitor and evaluate the result of our digital communication strategy.

SCHEDULES

DAY 1

UNDERSTANDING DIGITAL COMMUNICATION

1. Digital Communication
 - Digital communication at a glance
 - Understanding the digital communication funnel
 - Goal settings for digital communication
2. Digital Engagement Framework
 - Understanding the Model
 - Case Study
3. Integrated Digital Channel
 - Digital communication channels
 - Basic of search engines, emails, and PR, social media & media buying
 - Integrated channel strategy

4. Simulation

- Digital media: Which one to use?

DAY 2

BUILDING A STRATEGIC COMMUNICATION PLAN

1. Digital Communication Strategy

- Creating a successful digital stakeholder communication roadmap
- Different types of digital communication strategies
- Push and pull strategies
- Tools and skills in digital communications

2. Digital Stakeholder Mapping

- Analysis models and tools
- Who to influence?
- Creating your own stakeholder mapping model

3. Simulation

- Communication plan: creating a communication plan

DAY 3

MEASURING DIGITAL COMMUNICATION RESULTS

1. Digital Communication Monitoring

- The value of monitoring
- Understanding the Key Performance Indicators and Key Risk Indicators in digital communication

2. Building the Digital Communication Monitoring Model

- Choosing the right performance metrics
- Creating a digital communication dashboard

3. Simulation

- What to measure: building the right performance dashboard

4. Conclusions

WHO SHOULD ATTEND

- Corporate Executives
- Personnel and Executives
- Government and Community Relations Professionals
- Managers and Supervisors
- HR Staffs and Executives
- Communication-related Staffs & Executives
- Midsize business owners who need to apply digital marketing to build their businesses
- Professionals seeking a solid overview of the state of digital media to discuss the trends and critical issues brought on by these technologies and how they affect business

COURSE LEADER:

Arvinda is a professional in technology and digital sector with more than 15 years experience with capacity as executive, consultant, trainer, and adviser.

Throughout his career, Arvinda has been involved in dozens of digital projects by collaborating with leaders in various industries both national and global companies like Google, Uniliver, Indosat, Standard Chartered, Fila and more

Currently Arvinda is a leader in a digital strategy consulting that assists national and regional organizations in the process of digital transformation.

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