Boosting traffic to your websites
Digital Marketing Strategy Academy (masterclass)
Part of a range of Digital Marketing Academies
Apply the latest thinking to boost your audiences without raising your marketing budget. Designed for sites large and small, we look at the smartest ways to bring people to your site and keep them coming back. From search to social media, email to widgets – we'll help you build a plan that works for your brands.

Boosting your traffic from search engines
Digital Search Academy (acceleration course)
Part of a range of Digital Search Marketing Academies
In this Search Academy you'll work through your next search marketing plan step by step, examining how on-page and off-page factors influence your rankings in the natural listings and building up the framework for a pay-per-click campaign. You'll set your search objectives and follow through the measurement practices to check your customers are sticking with you.

Marketing through blogs and social media
Digital Blogging Academy (acceleration course)
Part of a range of Digital Social Media Academies
Building awareness and traffic with your own and third party blogs

Effective email publishing
Digital Email Academy (acceleration course)
Part of a range of Email Publishing Academies
A day of email publishing design, planning, content and strategies.

Academy Director Danny Meadows-Klue has been a key figure in digital media since 1995. In the early 90's he trained as a journalist and then as a publishing manager, researching how digital channels would change media groups. In '95 he joined The Telegraph - the UK's first online newspaper – as their digital manager, and has helped run web businesses ranging from social media and mass market portals to online stores, magazines, search, and email services. He is the co-founder of the UK and European IABs, held their presidencies for four years, and has been lecturing on digital media and marketing for more than a decade.

Online marketing and publishing: Fresh thinking to give you the edge
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Online marketing and publishing: fresh thinking to give you the edge

Building stronger digital teams

It's a tough market for internet marketers and website publishers.

The demands within most businesses leap faster than the resources to deliver. As more customers go online to engage, website publishers and internet marketers have more to achieve. Deciding where and how to focus your energy can be a big gamble. There may be huge opportunities out there but it's easy to lose advantage and invest in what never delivers.

That's where we can help: independent expert advice just when you need it.

Our management trainers and business coaches guide you through the options, giving you the freshest thinking and help you make the right choices. Over the last decade, our team has helped thousands of people from hundreds of firms achieve more for their brands by building smarter strategies for online content, commerce, consumers and communities. We've worked with internet pioneers like MSN and Yahoo, media groups like the BBC and New York Times, leading retailers, consumer package goods firms and government departments.

We can bring that thinking to your team; building their skills and developing strategies to help you get more value from what you're already investing. It's about clear advice, practical solutions, proven insights, and the confidentiality your leadership team needs. When most firms are having to make tough decisions about their budgets and their resources, our support helps them get those decisions right, quickly.

Whether you're developing your website content strategy, reshaping your online marketing, talking with customers in social media, restructuring a digital team, trying to acquire more customers, or simply looking to make sense of the analytics data you have, our experts can help you get this right. This year there's greater competition than ever in search engines, video content has come of age, Twitter and new marketing widgets are going mainstream, and there are more technology choices than any business can evaluate.

We have specialists in advertising sales and revenue models, cost effective traffic building techniques, content and product development – and over 40 courses and strategy workshops our consultants and management trainers can run for your team. It's a rare chance to access some of the leading edge thinking to quickly ensure you're getting the most from online.

Tell us what you're interested in and we'll be in touch

Your name   **Your firm**

Your phone number

Your email

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Simply tick the areas you're interested in and we'll send the details

Where can we help you gain an edge?

Orientation: Maximising the digital opportunity
- ☐ Digital Executive Strategy Academy – Helping leadership teams build stronger businesses
- ☐ Digital Acceleration Academy – The complete overview of digital marketing
- ☐ Digital Orientation Academy – The fast track to learning how digital marketing and publishing works
- ☐ Digital Trends Academy – Harnessing the strategic trends driving the digital economy

Digital Marketing Academies: Acquiring and retaining customers
- ☐ Digital Marketing Strategy Academy – Building stronger digital marketing plans
- ☐ Digital Media Planning Academy – Getting more value from your online advertising
- ☐ Digital Integrated Marketing Academy – Boosting campaign effectiveness through integrated marketing
- ☐ Digital Social Media Academy – Building brands and engagement through social media
- ☐ Digital Online Marketing Academy – Building stronger customer acquisition strategies
- ☐ Digital Online Marketing Academy – Building stronger customer retention strategies
- ☐ Digital Corporate Communications Academy – Building stronger corporate messaging
- ☐ Digital Public Relations Academy – Using the web and email more effectively in PR
- ☐ Digital Advertising Creative Academy – Creating cut-through in online advertising

Digital Publishing Academies: Creating websites and content that builds engagement and sales
- ☐ Digital Traffic Building Academy – Boosting traffic to your websites
- ☐ Digital Publishing Academy – Strengthening your content and improving your customer's experience
- ☐ Digital Social Media Academy – Building content through social media and consumer generated content
- ☐ Digital Blogging Academy – Getting blogs and blogging to work for your business
- ☐ Digital Community & Web 2.0 Academies – Building effective online communities
- ☐ Digital Podcasting Academy – Designing and building podcasting content and strategies
- ☐ Digital Publishing Theory Academy - Understanding and harnessing the theory of digital publishing

Digital Email Academies: Building relationships with customers through email
- ☐ Digital Email Marketing Academy – Building stronger email marketing campaigns
- ☐ Digital Email Marketing Retention Academy – Building sales and loyalty through email
- ☐ Digital Email Publishing Academy – Building powerful email publications
- ☐ Digital Email Viral Marketing Academy – Creating effective viral marketing messages

Digital Search Academies: Getting your brands discovered cost-effectively
- ☐ Digital Search Marketing Academy– Using search engine optimisation to build sales and leads
- ☐ Digital Search Marketing Academy - Using pay per click advertising to build sales and leads

Digital Strategy Academies: Helping your business build a stronger digital strategy
- ☐ Digital Web Strategy Academy for Publishers – Building more effective online publications
- ☐ Digital Web Strategy Academy for Retailers – Building more effective online retail sites
- ☐ Digital Management Academy - Building more effective digital teams and agile structures
- ☐ Digital Web 2.0 Academy – Harnessing Web 2.0 practices and technologies in your business
- ☐ Digital Project Management Academy – Delivering web projects on time, to the brief and within budget
- ☐ Digital Corporate Finance Academy – Understanding and valuing new economy businesses

Digital Mobile Academies: Connecting with customers effectively through mobile
- ☐ Digital Mobile Academy– Building intimate engagement and generating effective response with mobile

Digital Media Planning Academies: Getting online advertising budgets to stretch further
- ☐ Digital Media Planning Academy – Building stronger online media plans
- ☐ Digital Consumer Planning Academy - Increasing campaign returns by targeting customers effectively

Digital Media Sales Academies: Boosting revenues for online media brands
- ☐ Digital Media Sales Academy – Acceleration training for newcomers to online media
- ☐ Digital Media Sales Academy – Advanced coaching for experienced online media teams
- ☐ Digital Media Sales Academy – Strategy masterclasses for commercial directors
- ☐ Digital Advertising Trafficking Academy – Improving yields, workflow and revenue

Digital Research Academies: Harnessing the web and your sites for customer research
- ☐ Digital Web Analytics Academy – Building stronger customer insights from analytics
- ☐ Digital Web Analytics Academy – Building sales and conversion through web analytics
- ☐ Digital Research Academy– Using the web to build stronger customer insights

Book online at www.DigitalTrainingAcademy.com