

MEDIA & JOURNALISM

Digital Media Campaigns & Audience Engagement Strategy

A two-day programme in digital media campaigns & audience engagement, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

Designed for digital strategists, campaign managers, and growth marketers, this course teaches data-driven methodologies to design, launch, optimize, and scale highly targeted media campaigns that achieve maximum audience engagement and conversion.

What participants will learn

- 01** Targeting Precision: Leverage modern audience segmentation and predictive behavior models.
- 02** Multi-Touch Campaigns: Build seamless cross-channel campaign architectures that nurture audience journeys.
- 03** Creative Optimization: Use continuous A/B and multivariate testing to drive campaign efficiency.
- 04** Data-Driven ROI: Accurately measure engagement depth, brand lift, and conversion metrics.

Who should attend

Media and communication professionals, PR teams, content producers, journalists and organisational spokespersons.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Presentation: Delivering a full digital media campaign launch plan.

Detailed programme

Day 1: Campaign Architecture, Audience Profiling & Messaging

01 The Audience Engagement Paradigm

- Shifting from broadcast reach to deep engagement and dynamic community participation.
- Understanding algorithm-driven discovery feeds and consumer attention economics.
- Audit: Analyzing audience engagement benchmarks for your sector.

02 Advanced Audience Profiling & Psychographics

- Mapping customer journeys across decentralized digital touchpoints.
- Utilizing psychographic data, intent signals, and contextual triggers to segment audiences.
- Practical: Constructing detailed audience personas and touchpoint maps.

03 Campaign Concepting & Transmedia Storytelling

- Designing core campaign concepts that scale across static, video, audio, and interactive formats.
- Structuring sequential narrative messaging based on audience funnel stages.
- Workshop: Developing a comprehensive transmedia campaign concept.

04 Funnel Mechanics & Interactive Conversion Design

- Designing high-conversion landing experiences, interactive overlays, and lead hooks.
- Reducing friction points in the conversion pathway.
- Exercise: Designing an interactive engagement lead funnel.

Detailed programme

Day 2: Execution, Algorithmic Optimization & Attribution

05 Programmatic Media Planning & Channel Distribution

- Allocating budgets across paid search, social feeds, niche networks, and spatial ads.
- Programmatic ad buying, dynamic creative optimization (DCO), and automated bidding strategies.
- Simulation: Setting up a multi-channel digital campaign budget and media plan.

06 Real-Time A/B Testing & Dynamic Campaign Iteration

- Implementing multivariate testing frameworks for visual assets, copy hooks, and CTAs.
- Rapidly re-allocating campaign budgets to high-performing content assets based on early data.
- Hands-on: Analyzing live campaign testing data and executing strategic pivots.

07 Measuring Deep Engagement & Attribution Modeling

- Moving beyond vanity metrics (clicks, impressions) to depth of attention, brand lift, and ROI.
- Implementing multi-touch attribution models in a cookieless, privacy-first world.
- Lab: Building a campaign performance measurement model.

08 The Master Campaign Launch Blueprint

- Integrating campaign strategy, dynamic creative execution, channel distribution, and analytics.
- Final campaign stress-testing and team execution workflows.
- Presentation: Delivering a full digital media campaign launch plan.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Presentation: Delivering a full digital media campaign launch plan.

TRAINER PROFILE

Sharves Bala

A corporate communications strategist and executive trainer with more than 20 years of experience in PR, media relations, reputation management and stakeholder engagement. Her sessions use practical frameworks, case studies and simulations.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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