

Digital Media Fundamentals

Khoi Truong

Director of Media and Data Optimization at L'Oréal

Half-day workshop

December 11th @ La Gare

This workshop will be delivered in English.

Digital Media Fundamentals

Summary

This workshop addresses a problematic faced by marketing departments going through a shift in their field, due to the digital era. With new technologies changing customer behaviours and industries as a whole, the marketing professional is challenged to keep up with new marketing practices in order to better engage with their targeted audiences. To succeed, there's a plethora of high demand new skill sets that must be put in action.

A Digital Strategy groups together many practices, deliverables, and exercises that can help the marketing professional to successfully extend his/her online presence. In this workshop, Khoi Truong, Director of Media and Data Optimization at L'Oréal, explains the many elements to be considered in a digital media ecosystem. From the moment when the professional receives a briefing, choice of media channels and its implementations, analytics tools, KPIs, the interaction with digital agencies, till the moment of reporting performance.

This course will bridge the gap between what professionals learn in school, and how that can be translated that into the digital world.

About Khoi

Khoi Truong is responsible for digitizing the world's largest cosmetics and beauty company. As Director of Digital Media and Data Optimization for L'Oréal Canada, he is building a data-driven strategy across the organization, as well as managing marketing, media and digital analytics.

Khoi is an experienced workshop leader, having worked closely with L'Oréal's HR department over the last 5 years to put digital training programs in place. He's also a frequent speaker on digital optimization for Les Affaires and the Association of Canadian Advertisers. His projects with L'Oréal have been featured on Adobe's CMO.com, Direct Marketing News, and the Globe and Mail.

Agenda - December 11th (4pm - 9pm)

9:00 - 9:15	<ul style="list-style-type: none">• Introductions• Overview of goals for the day
9:00 - 9:45	<ul style="list-style-type: none">• Canadian Digital Landscape
9:45 - 10:45	<ul style="list-style-type: none">• Fundamentals of Digital Media & Strategy
10:45 - 11:00	Coffee Break
10:45 - 11:15	<ul style="list-style-type: none">• Briefing an agency
11:15 - 12:00	<ul style="list-style-type: none">• Designing a Media Campaign• SEO / SEM / Keywords; Web analytics; A/B Testing; Retargeting Marketing; and Search• Landing pages; Social media; Email marketing; Display formats; Programmatic buying• Marketing briefing; Digital strategy design; Campaigns; and Budget allocation
12:00 - 12:45	<ul style="list-style-type: none">• Analytics and reporting
12:45 - 13:30	<ul style="list-style-type: none">• Business cases