

Digital PR Campaigns: Strategy, Engagement, and Impact

COURSE OVERVIEW

This is a comprehensive course that explores how organizations can leverage digital media to build reputation, engage audiences, and drive measurable communication outcomes. The course covers key areas such as online brand positioning, influencer collaboration, content strategy, social media management, and campaign analytics. It equips participants with practical skills to design, implement, and evaluate digital PR initiatives that strengthen visibility, foster trust, and deliver meaningful impact across multiple digital platforms.

WHO SHOULD ATTEND?

This course is ideal for Public Relations and Communications professionals, Marketing and Brand Managers, Corporate Affairs officers, and Digital Media specialists seeking to strengthen their skills in online reputation management and audience engagement. It also benefits Content Strategists, Social Media Managers, Spokespersons, and Entrepreneurs who aim to design and execute effective digital PR campaigns that enhance visibility, build trust, and achieve measurable communication impact.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Design effective digital PR campaign strategies.
- Apply storytelling and influencer partnerships for engagement.
- Use analytics to evaluate campaign impact and ROI.
- Align PR campaigns with corporate communication goals.
- Build scalable and adaptive campaign strategies.
- Respond to crisis and manage reputation in real-time digital ecosystems.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- How to strategically plan and execute digital PR campaigns across multiple media channels.
- Data-driven storytelling and content optimization for maximum engagement.
- Exploration of digital campaign design and strategy.
- The methods of identifying, engaging and collaborating with influencers and key opinion leaders.
- Case studies on high-impact digital PR campaigns and the metrics that define their impact.
- How to apply social listening tools and analytics to track reputation and audience sentiment.
- Techniques for crisis communication and reputation repair in a digital-first world
- Practical tools for engagement measurement and analytics.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded