

The EPDM + prepares marketing and communication professionals with an in-depth understanding of all the necessary disciplines as well as providing them with a knowledge of all the key tools for the planning, execution and budgeting of a global marketing plan in an increasingly digital market environment. To achieve this it has an extensive faculty consisting of expert teachers in each subject who accompany the student in an eminently practical learning experience.

WHY THE EPDM+?

- ▲ Methodology: "Learning by doing", a program designed and owned by The Valley, with more than 50 hours teaching in workshops, workshops with tools, and a review of successful case studies of companies in the sector
- ▲ Real cases explained by professionals in the sector
- ▲ The only marketing program in which students carry out digital marketing campaign practices with real investment
- ▲ End of Program Project executed in small groups (maximum 5 students) in which students design and carry-out a real marketing and digital communication strategy

WHAT WILL YOU ACHIEVE?



Master the disciplines of digital marketing



Work on a real marketing and digital communication strategy



Test the marketing plan with real campaigns



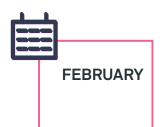
Learn the latest trends in online marketing

EPDM+ IN FIGURES

10 promotions in Barcelona and Madrid 45 expert teachers

250 students have completed the EPDM+

50 hours of practical sessions





7:00 PM - 10:00 PM **FRIDAY** 4:00 PM - 9:00 PM



6.500€

SEE
FINANCING
CONDITIONS



WHY THE VALLEY?

The Valley is a digital ecosystem located in Madrid, Barcelona and Canary Islands and made up of The Valley Digital Business School; a digital startups coworking; and The Valley Talent, a headhunter specialized in digital profiles. We accompany people and companies to prepare them for the new environment by connecting talent, knowledge and innovation.

METHODOLOGY

Combining theory with practice, we focus on a participatory method with examples based on real cases taught by experts from each of the disciplines. Where the structure allows, the Learning by Doing methodology is applied whereby students learn by developing and executing their own projects or case studies. This methodology guarantees student participation in the sessions and increases motivation thereby achieving long-term internalized learning.

WORKSHOP: PROJECT TUTORIALS

Throughout the EPDM +, students will develop a project for a digital marketing and communications plan working in small groups (maximum of 5 students) that are supervised by experts from each field.

PROGRAM

FUNDAMENTALS OF DIGITAL MARKETING

Digital Marketing Fundamentals Ecosystem, players and digital marketing profiles. Trends

Legal aspects of digital marketing

INBOUND MARKETING

1. INTRODUCTION TO INBOUND MARKETING

Inbound Marketing fundamentals Digital content plan

PRACTICAL WORKSHOPS

Marketing automation: Inbound tools. Hubspot

2. SEO

Search Engine Marketing: SEO Mobile Markets Marketing: ASO PRACTICAL WORKSHOPS

Workshop: SEO

3. SOCIAL MEDIA

Social media strategy Twitter, LinkedIn, Facebook & Instagram, Youtube Tools and metrics in social media

PRACTICAL WORKSHOPS

Case: Social Media Marketing Workshop: Social Media

4. CRM & LOYALTY

Recruitment and loyalty: from eCRM to socialCRM Email marketing RESEARCH & DIGITAL STRATEGY

Research & Validation of digital tools Digital Branding Performance marketing

PRACTICAL WORKSHOPS

Lean marketing + design thinking Digital Strategy

OUTBOUND MARKETING

1. SEM

Search Engine Marketing: SEM PRACTICAL WORKSHOPS
SEM. Google Adwords

2. SOCIAL ADS

Advertising formats in Social Media **PRACTICAL WORKSHOPS**

Facebook Ads

3. DIGITAL ADVERTISING

Advertising models and media plans
Creativity & branded content

Market data for media planning (Comscore)
Adserving and formats

Adserving and formats

Programmatic advertising and RTB (buying and selling)

PRACTICAL WORKSHOPS

Case: Programmatic advertising campaign Digital Advertising

5

DIGITAL MARKETING ANALYTICS

Analytics applied to digital marketing Campaign analysis and dashboards Attribution models and market standards PRACTICAL WORKSHOPS

Workshop: Google Analytics

7

REAL CAMPAIGNS

Workshops with real investment in online marketing campaign *

Campaigns strategy & KPI's Landing pages creation & CRO Campaigns setup: Google Adwords & Facebook Ads Optimization and reporting

*The workshops are distributed throughout the program with the aim of complementing in a practical way the training itinerary

PROJECT EVALUATION CHART

For the evaluation of the final project, we have an evaluation tribunal made up of professionals specialized in digital marketing.

6

BUDGET PLANNING & EXECUTION

Budget planning and execution PRACTICAL WORKSHOPS

Case: Marketing Plan Marketing Plan

USED TOOLS



















TEACHERS

FUNDAMENTALS OF DIGITAL MARKETING

Javier Navas

Co-Founder and CEO at Zadig Experience

David Jordan

CEO Jarvis Digital

RESEARCH & DIGITAL STRATEGY

David Jordan

CEO Jarvis Digital

Julio García

Engagement Mobile Marketing Manager en Telefonica

INBOUND MARKETING

Julie Franck

Digital Field Marketing Manager at Marriott

Jenny Jobring

Global Social Media Manager at Red Bull

Mark Ralphs

Partner and UK Managing Director at Good Rebels

Sophie Steffen

Digital Marketing & Project Manager at TravelPerk

Dot Lung

Managing Director at California Digital.

Eleazar Santos

Director at Good Rebels

Michiel Das

Global Search Manager (SEO & SEM) at SEAT

Juan Pablo Sánchez

CEO & Inbound Director at Small Job

OUTBOUND MARKETING

David Costa

Head of Performance & Programmatic at PHD

Bill Krumperman

Head of the Advertising Platform at Schibsted Media Group

Andreas Akesson

Enterprise Sales Director at Adform

David Costa

Head of Performance & Programmatic at PHD

Alejandro Teodoro

Branded Content Director en Godó Strategies - Grupo Godó

DIGITAL MARKETING ANALYTICS

Sophie Steffen

Digital Marketing & Project Manager at TravelPerk

Michaela Mairinger

Digital Marketing Consultant at Rosa Clará Group.

BUDGET PLANNING & EXECUTION

Victor Roca

CMO at Deliberry

Kim Ruiz

CMO at Etailers ecommerce S.L

Demis Torres

CEO at Mascoteros

Juan Carlos Expósito

Fundador Heyhoods

REAL CAMPAIGNS

Sophie Steffen

Digital Marketing & Project Manager at TravelPerk

THE VALLEY EXPERIENCE



Digital marketing does not only mean using techniques and tools to position products in the market. It is about establishing relationships with customers through a social, dynamic and interactive process. Knowing in depth the different disciplines to achieve that goal and knowing how to manage them optimizing the results, will be key to be able to raise and execute a marketing plan. What better way to learn than doing practices and investing real money in campaigns?

Juan Luis Moreno

Program Director and Chief Academic & Strategy Officer at The Valley

Having studied at The Valley has opened me the doors to a new world, the digital one, which is already here. Entities such as The Valley are the ones that enhance this digital change thanks to the training they do. If, in addition to receiving this new knowledge, you meet with great professionals and better people, the only words that come to my mind are those of gratitude. Now I feel ready to face this new stage in my professional life, which I hope will be fruitful



José Rodríguez Prieto

Communication & Product Marketing Manager at Madrid Segway



In these lines, I could explain all the positive things that studying the EPDM+ has provided me with, but instead of that, I would like to encourage you to live the amazing experience of this training, as that is what it has been for me. In my case, it has given me a solid knowledge of digital marketing, hours of practice, books to keep on learning, effort, much effort, creativity to face challenges, teachers, and excellent classmates who now are friends. They were 5 intense months that I recommend to anyone who wants to expand their knowledge of an exciting and constantly evolving world, such as the digital one

Raquel Herruzo

Brand Manager at Vocento

BECOME A #VALLIAN

- ▲ Access to our employment service, with more than 200 offers managed per year
- ▲ Join the Cookie Afterwork, a community of experts in programmatic advertising (teachers, students and other experts) that meet once a month
- Stay updated with the events of continuous training in the latest trends in the digital sector
- ▲ Follow up with the monthly Newsletter, with job offers and news from the sector



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