

# Red & Yellow masterclasses in digital marketing

Advertising and marketing school Red & Yellow is hosting masterclasses in applied digital marketing in Durban, Cape Town and Johannesburg in October and November.

These practical workshops aim to equip marketers with skills that they can immediately use to sharpen their digital marketing performance.



Aimed at professionals with some understanding of digital marketing, the courses will feature lectures from experts in the field. The three workshops are as follows:

**Masterclass one:** How customer conversations lead to business insights

**Dates** - Johannesburg: 7-8 October, Cape Town: 9-10 October

Featuring speakers from BrandsEye and Radian6, this two-day master class will show marketers how to take online monitoring beyond crisis management.

Delegates will leave with a better understanding of how online monitoring can give them valuable insights into their businesses, and how they can use those insights to make informed strategic decisions.

**Masterclass two:** Applicable strategic thinking

**Dates** - Johannesburg: 21-22 October, Cape Town: 28-29 October

In this practically focussed, two-day workshop industry experts share their knowledge on how to draw insights from market data and develop a strategy for creative output. Delegates will be taken through a process for creating marketing strategies by speakers from Demographica and Quirk.

The workshop will also demonstrate the link between data, strategic thinking and creative outcomes by looking at real case studies.

**Masterclass three:** Integrating digital - success and failures

**Dates** - Durban: 4 November, Johannesburg: 11 November, Cape Town: 25 November

This one day practical workshop focuses on integrating digital into a marketing strategy from a client perspective. Experts share their personal experiences with digital integration across different industries and corporate systems, where they found success, and how they managed to overcome challenges.

Contact details: [registrations@redandyellow.co.za](mailto:registrations@redandyellow.co.za) | (021) 462 1946 | **CPT venue:** 40 Sir Lowry Rd | **JHB venue:** Building A, Country Club Estate, 21 Woodlands Drive, Woodmead