

Digital Bootcamp in Cape Town

The [AAA School of Advertising](#) has partnered with [Andrea Mitchell](#) to bring to market a Digital Bootcamp in May 2012 in Cape Town. It provides an up-to-date understanding of the digital environment and equips delegates with hands-on digital marketing and advertising skills. It is open to individuals from the advertising and media world.



Anthea Whitehead, marketing faculty head of AAA comments, "Acknowledging the shortage of digital skills in the industry this bootcamp will bridge the gap over two morning sessions."

The camps take place at the AAA School of Advertising in Cape Town on Tuesday 15 and Thursday 17 May from 8.30am to 1pm and costs R500 per person per session.

Defining digital strategy

The Tuesday morning session includes defining digital strategy, the difference between digital advertising and digital marketing, bought versus earned and owned digital channels, display: search and social (desktop and mobile).

The Thursday morning session explores display advertising banners, newsletters, sponsorships, promotional mailers, search engine marketing versus search engine optimisation, social media, online reputation management and measurement - how to track and measure digital marketing and advertising.

Mitchell is the founder of digital marketing agency DigiVOX, which has been listed in Jeremy Maggs' The Annual, in the Top 10 New Media Players category. It has been nominated one of three finalists for Greatest Individual Contribution for The Bookmarks awards and judge for the DMMA/Creative Circle Ad of the Month Awards. Mitchell served on the DMMA Executive Committee as head of research in 2011 and was responsible for research into digital advertising in South Africa.