

ONE-DAY TRAINING

OSINT FOR MARKETING SPECIALISTS

Methodology:

Promoting your business with an online marketing strategy is very important to any successful business. At Qwarie we realise how a good marketing strategy sets goals to increase brand awareness and increase engagement, this increases revenue, product reputation and customer trust. OSINT can be an essential tool to research the Internet, gather social media opinion and produce evidence about rival products and businesses. In this one-day course, our trainer will demonstrate OSINT techniques to assist you with your marketing plans and strategies.

Audience:

Up to 20 participants, this training is suitable for Marketing Executives, Marketing Managers, Market Researchers, Social Media Managers, Public Image Specialists and Online Marketing Specialists.

Objectives:

- Introduce & demonstrate OSINT techniques that a marketing specialist can use in support of a global promotional strategy.
- Developing a social media strategy to increase brand awareness increase engagement and monitor opinion.
- Introduction to applications for monitoring social media platforms.
- Using OSINT to assist in the writing of detailed reports and presentations.

Learning Outcomes: delegates will acquire:

- An awareness of current marketing campaigns on the internet and in social media.
- Knowledge to identify applications and tools to assist a marketing strategy.
- Understanding of various tactics to record research from the internet and social media.

SUBJECT

CONTENT

Introduction to Marketing

- Examples of suitable and bad marketing campaigns on the Internet.
- Scope and situation analysis.

OSINT & Marketing

- Search engine manipulation.
- Investigation of websites including online shops, social media and dark web activity.

Producing Research

- Planning OSINT research.
 - How Qwarie can help.
 - Questions and finish.
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TIMETABLE

Sector	Day 1
Morning	Registration Introduction to OSINT
Break	Break
Morning	Advanced Search Techniques 1 Advanced Search Techniques 2
Lunch	Lunch
Afternoon	Social Networking Sites 1 Social Networking Sites 2
Break	Break
Afternoon	Internet Structure, Domain Names & Investigating Websites End of Training Debrief