

TWO-DAY TECHNICAL MARKETING OSINT COURSE

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 two-day course, you will have the opportunity to use & practice OSINT techniques with the guidance and assistance of our specialist trainer.

Audience:

Up to 10 participants, this training is suitable for current Marketing Specialists.

Objectives:

- Identify & perform OSINT techniques that a marketing specialist can utilise to promote business and products.
- Utilise tools to assist in the development of a social media strategy to increase brand awareness increase engagement and monitor opinion.
- Compare applications for monitoring social media.
- Demonstrate how to construct accurate reports from internet research.

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.
- The ability to present a structured report using reliable research from the internet and social media platforms.

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.
 - Computer's security & footprints.
 - Creating and managing a false persona.
 - Audit trails, evidence gathering and prep for presentation.
 - How Qwarie can help.
 - Questions & finish.
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TIMETABLE

Sector	Day 1	Day 2
Morning	Registration Introduction to OSINT	Creating and Managing a False Persona
Break	Break	Break
Morning	Advanced Search Techniques Part 1 (+ Practical)	Investigating Social Networking Sites - Part 1 (+ Practicals)
Lunch	Lunch	Lunch
Afternoon	Advanced Search Techniques Part 2 (+ Practical)	Investigating Social Networking Sites - Part 2 (+ Practicals)
Break	Break	Break
Afternoon	Internet Structure, Domain Names & Website Investigations (+ Practical)	Audit Trails & Evidence Preparation (+ Practicals) Qwarie OSINT Gathering Practical Exercise End of Training Debrief