

Google's Digital Marketing Transformation programme is available in SA

Google's Digital Marketing Transformation (DMT) programme is now available in South Africa. DMT is aimed at enabling business growth by providing customised digital marketing advice - including digital marketing fundamentals, best practices and a focused customised roadmap.

To work towards full digital marketing maturity, Google's Digital Marketing Transformation programme takes clients through a six-step process. The journey begins with an assessment done by advertisers on their level of digital marketing maturity using the Digital Maturity Benchmark, which provides insights on how advertisers are positioned in comparison to best-in-class marketers.

For more, visit: <https://www.bizcommunity.com>