

SM028:
The Digital Marketing Hands-On Masterclass

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Training Description:

In simple terms, "digital marketing is the promotion of products or brands via one or more forms of electronic media. Digital marketing differs from traditional marketing in that it involves the use of channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't – typically in real time" (SAS).

This intensive course gives participants richer understanding of the foundations of the new digital marketing landscape and provides them with a new set of stories, concepts, and tools to help them digitally create, distribute, promote and price products and services. **Participants will have individual laptops for immediate practice and implementation of learned concepts. Hands-on application will be a vital advantage for participants attending this training course.**

Training Objectives:

By the end of the training, participants will be able to:

- ✓ Evaluate the use of digital platforms in formulating a solid market strategy and identify appropriate business applications of each.
- ✓ Recognize opportunities for using Search Engine Optimization (SEO) to provide value to their company and benefits to their customers.
- ✓ Set up Google AdWords campaigns to enhance their organization's engagement with customers and increase their organization's overall market share through social media marketing.
- ✓ Apply the concepts of Google Analytics to investigate marketing channels and learn how to leverage them.
- ✓ Launch a full digital marketing campaign to enhance the interface with customers, generate sales leads, and create brand awareness.

Training Designed for:

This course is intended for marketing and communications professionals who wish to gain a greater understanding of digital marketing, social media, and the latest trends in marketing management. It is also beneficial for experienced managers responsible for developing and implementing marketing programs for their organizations. Individuals who aspire to marketing and communications roles or who are looking to expand their knowledge of best practices in these areas are also encouraged to attend.

Training Requirement:

"Hand's on practical sessions, equipment and software will be applied during the course if required and as per the client's request."

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client's learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

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Training Program:

DAY ONE:

- DIGITAL MARKETING: OVERVIEW AND SCOPE
  - Digital marketing versus traditional marketing
  - B2B and B2C most ideal platforms:
    - Facebook
    - Twitter
    - LinkedIn
    - Business blogging
  - Auditing your website
  - The seven-step digital marketing plan
  - Organizing your digital marketing calendar

DAY TWO:

- SEARCH ENGINE OPTIMIZATION
  - SEO-definition
  - 21 SEO tips that digital marketers need to know
- GOOGLE AdWORDS
  - Setting up Google AdWords campaigns content structuring
  - Finding and selecting the right keywords
  - Campaign setup procedure
  - Organizing Ad groups
  - Optimizing landing pages
  - Bid management
  - Analytics – measure and fine-tune

DAY THREE:

- GOOGLE ANALYTICS
  - Understanding dashboard – audience *advertising *traffic source *content *conversions
  - Taking decisions based on Analytics reporting
  - Defining business goals and objectives
  - Measuring tools and methods
  - Measuring your site's ROI
  - Introduction to goal conversion – tracking the conversions
  - Tracking social media traffic – advanced segmentation
  - Tracking phone calls with Google Analytics
  - Integrating your Google AdWords campaigns into Google Analytics

DAY FOUR:

- SOCIAL MEDIA MARKETING: FULL ENGAGEMENT CAMPAIGNS
  - Overview and some brief statistics
  - Social media marketing strategy
  - Setting up social media goals
  - Be selective
    - Find out where your targeted people connect

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- Popular social media networks
- Facebook graph search – SEO for Facebook

- Knowing your audience
  - Setting up facebook Ads for your targeted demographics and their interests
  - Setting up LinkedIn Ads for your targeted industry and prospects
  - Google Alerts – monitoring your brands, competitions, and industry trends
  - Hashtags – best practices and tools
- Inbound Marketing – overview and methodology
  - Self-hosted blogging – tips and tools
  - Lead generation
  - Ideas for content marketing

DAY FIVE:

❖ SOCIAL MEDIA MARKETING: FULL ENGAGEMENT CAMPAIGNS (*continued*)

- Implementing social media - engaging your audience
  - Tips to write social media updates
  - Automating social media updates using Buffer
  - Creating and editing amazing photos for your social media update without knowing graphic designing/Photoshop
  - Scheduling your social media updates
  - Social media plugins to be incorporated with your website
- Measuring success
  - Using Google Analytics to track performance
  - Bounce rate, time spent on site and conversions
  - Tracking offline conversions

❖ Course Conclusion

❖ POST-ASSESSMENT and EVALUATION

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Fees:

TBA as per the course location - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:

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