



Training Description:

The Advanced Digital Marketing training course discusses and demonstrates advanced concepts and techniques in digital marketing for participants with some previous experience in the digital marketing.

Participants will utilize a variety of case studies and exercises to develop the essential skills needed to create and implement advanced digital and social media strategies. Topics covered include conversion tracking on social media, Conversion Rate Optimization (CRO), advanced search engine optimization (SEO) techniques, utilizing AdRoll, and influencer and affiliate marketing.

Training Objectives:

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

- ✓ Utilize advanced advertising techniques on popular social media platforms
- ✓ Setup conversion tracking on social media and Google AdWords
- ✓ Use advanced advertising features in Google Paid Search
- ✓ Recognize and use advanced SEO techniques to rank on top positions
- ✓ Understand CRO to improve conversions
- ✓ Employ powerful display retargeting techniques using AdRoll
- ✓ Understand and utilize the power of influencers' marketing and affiliate marketing

Training Designed for:

This course is intended for digital, sales, marketing and media professionals; as well as webmasters, web developers, key managers and any business persons with previous experience in digital and social media marketing who are seeking to take their digital skills to the next level.

Target Competencies:

- Social media advertising techniques
- Paid and organic search techniques
- Display and retargeting
- Influencers and affiliate marketing

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.

Training Program:

FIVE DAYS:

- ❖ Introduction
- ❖ The pillars of Conversion Rate Optimization (CRO)
 - Strategic thinking for advanced digital marketers
 - Introduction to CRO

- From reach to conversion: Key metrics on the path to conversion
- The fundamentals of A/B testing
- A/B testing case studies
- A/B testing software / tools
- Live website critique: overview of 5 websites and how to optimize them for conversions
- ❖ **Conversion tracking on Google Analytics and AdWords**
 - Google Analytics refresher
 - How goals work in Google Analytics
 - Setting up goals in Google Analytics using URL triggers
 - Setting up goals in Google Analytics using code
 - Linking AdWords to Google Analytics
 - Setting up conversion tracking on Google AdWords
 - Analyzing AdWords campaigns in Google Analytics
- ❖ **Advanced Search Engine Marketing (SEM)**
 - Advanced keywords optimizations
 - How to make the most out of the keyword planner
 - Using the opportunities tab
 - Using ad extensions
 - Setting up dynamic search ads
 - Using advanced ad targeting criteria
 - Using advanced bid optimizations
- ❖ **Advanced Social Media Advertising Techniques**
 - How to use custom audiences on Facebook and Instagram
 - How to create a lookalike audience on Facebook and Instagram
 - Using pixels to track conversions
 - Generating advanced and custom reports on the Ad Manager
 - How to setup native landing pages on Facebook and generate leads
 - Advanced video marketing techniques on Facebook and Instagram
 - Advertising natively on Instagram
- ❖ **Advanced Display and Retargeting Techniques**
 - Introduction to programmatic advertising
 - Introduction to remarketing (Retargeting)
 - Advanced features in Google Display
 - Introduction to AdRoll
 - How to setup an advanced retargeting campaign
 - How to setup an advanced prospecting campaign
 - Reading and analyzing AdRoll reports
- ❖ **Advanced Search Engine Optimization (SEO) techniques**
 - Setting up and using the Google Search Console
 - Key SEO tags that make or break your organic rankings
 - Useful SEO diagnostic tools
 - How to conduct a keyword research
 - Conducting on-page SEO
 - Conducting off-page SEO

- Content marketing for SEO purposes
- ❖ **Influencers and affiliate marketing**
 - General definitions
 - The benefits of influencers marketing
 - Techniques for successful influencers marketing
 - Key influencers marketing campaigns that worked
 - Introduction to affiliate marketing
 - The benefits of affiliate marketing
 - The dos and don'ts of affiliate marketing
 - Key affiliate marketing campaigns that worked
- ❖ 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:

Aisha Relativo - Training & Career Development Manager

aisha@cmc-me.com / training@cmc-me.com

Tel.: +971 2 665 3945 or +971 2 643 6653 | Mob.: +971 52 2954615