



INSTITUTE OF
MANAGEMENT
PROFESSIONALS



Practical
Digital Marketing Diploma

Introduction:

- This course will help you to develop your business, increase your revenues, develop your skills by learning the latest tools and techniques in the digital marketing to help you achieving the maximum use of these tools to increase your sales, minimize your costs, and learn new ways to reach your potential customers.

Advantages:

■ **Practical Training:**

Training is provided by eMarketing Egypt consulting team and based on practical experience gained through managing and implementing e-marketing campaigns for more than 100 clients across different sectors & countries (GCC, Egypt and Europe).

■ **Intelligence Based:**

Training is an intelligence-based training backed with eMarketing Egypt own publications and researches conducted in a very scientific way and launched in cooperation with official partners.

■ **Consulting Support:**

Training doesn't end with the delivery of the training itself, rather it continuous through an active coaching and consulting provided by eMarketing Egypt consulting team.

Diploma Objectives:

- To learn how to apply traditional marketing theories online.
- To learn how digital marketing tools fits in the overall business and marketing plans.
- To learn how to create an integrated digital marketing plan in a specific period of time.
- To learn how to get the best use of social media platforms Facebook, Twitter, Instagram, LinkedIn ... etc..
- To learn how to optimize your Google AdWords account.
- Ultimately; to learn how to achieve your digital marketing objectives with a lower budget and higher ROI.

Diploma Contents:

1 – Introduction to Marketing and Digital Marketing :

- What is marketing ?
- Why is it important to understand marketing?
- What is digital marketing?
- Why digital marketing?
- How to judge the effectiveness of digital marketing campaigns and what is the right KPIs?
- Why could digital marketing campaigns fail?
- Digital marketing channels overview

2 – Prepare your Website According to Usability Analysis:

- Introduction to usability.
- Introduction to online consumer behavior.
- online business models.

3 – A Comprehensive View of Digital Marketing Channels:

- SMM (Social Media Marketing).
- SEM (Search Engine Marketing):
 - ▣ SEO (Search Engine Optimization) vs. Google Ads (AdWords)
- Online banner ads.
- E-mail marketing.
- Other forms and channels of Digital Marketing.

4 - Facebook Marketing

- How to create and manage your account on Facebook?
- How to develop content strategy for your Facebook account?
- How to manage Facebook Ads to attract more customers to your business ?
- How to define your target audience on Facebook to market and sell your product/Service?
- How to evaluate your Facebook campaign and optimize it to get better ROI?

5 - Instagram Marketing

- How to create and manage your account on Instagram?
- How to increase your followers on Instagram?
- How to develop content strategy and increase engagement?
- How to promote your products/Services on Instagram?
- How to manage and evaluate Instagram Ads?
- How to define your target audience on Instagram?

6 - Twitter Marketing:

- How to create and manage your account on Twitter?
- How to increase your followers on Twitter?
- How to create content strategy for Twitter account?
- How to promote your products/Services on Twitter?
- How to manage and evaluate Twitter Ads?
- How to define your target audience on Twitter?

7 - YouTube Marketing

- How to create and manage your YouTube Channel?
- What is the importance of Video Marketing?
- How to increase visits and views?
- How to define your target audience on YouTube?

8 - LinkedIn Marketing

- How to manage your LinkedIn account?
- How to promote your products/services on LinkedIn?
- How to Increase your account connections.
- How to reach your potential customer on LinkedIn?
- How to manage LinkedIn Ads?

9 - Google Ads (AdWords):

■ What is Google AdWords?

- Why Google AdWords?
- How to create & manage Google AdWords account.
- Google ads types.
- How to use Google AdWords to promote your products.

■ Google AdWords Types

- Search Ads
- Display Ads
- Video Ads

■ Google AdWords optimization:

- ❑ What is the best structure of ads?
- ❑ How to analyze the product & competitors before ads creation.
- ❑ How to choose type of ad and develop its content.
- ❑ Keywords research & analysis.
- ❑ Ads targeting & budget setting.
- ❑ How to beat your competitors on search engines using Google ads.
- ❑ How to evaluate & measure ads results.
- ❑ How to optimize ads performance.

Final Project:

All participants should work individually (or in teams) in a project to develop a digital marketing plan and eMarketing Egypt consultants will evaluate the results.

Extra Information:

- **Duration:** 55 Hours .
- **Location:** 37 Amman St., Mohy Eldin Abo Elezz, Mohandseen, Giza, Egypt, (Fourth Floor).
- **Certification:** Available upon attending at least 65% of the program.
- **Postponing:** Available only if requested by a trainee before the start of the program with minimum 3 days.