

DIGITAL MARKETING & SOCIAL MEDIA

Training

(24 Hours)

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Summary

DIGITAL MARKETING & Social Media Training Program is 3 days training that will cover the new concepts of using HUBSPOT Platform and integrate Marketing objectives with Sales team and understanding new advertising techniques on Digital Marketing & Social Media Channels, also the program will allow trainees to build/manage/advertise products/services on social media channels (i.e. Facebook, Twitter, YouTube, LinkedIn, Instagram and Google+).

Digital Marketing & Social Media Training program is designed to create more real leads to business/public website so it gets highest ranks on search engines SEO and allow audience to interact more frequently. Also, trainees will understand how E-Mail marketing can affect audience awareness and increase direct sales, design PPC campaigns on Google AdWords, understanding the importance of digital display advertising and designing special landing pages and Call-To-Actions techniques.

Objectives

At the end of this program, the audience will be able to:

- Design Digital Marketing Strategic Plan for products/services for local/international companies/organizations
- Deploy designed planned into online advertising
- Ability to do case study for online presence of specialized companies/organizations which have certain products/services
- Ability to understand the general mistakes on representing online businesses/organizations and how to fix them
- Build customized business/organization Facebook page, Twitter Account, YouTube Channels, Instagram Account and YouTube Channel
- Ability to read online statistics and do data analysis to build future online campaigns
- Ability to build a website using global Web Content Management System WordPress.
- Ability to engage clients/potential clients into specific product/service
- Tune online campaign for wider reach
- Understand new trends on Digital Marketing and Internet of Things (IOT)
- Deploy special tactics and using online tools to reach highest search results ranks
- Linking Content Marketing to Commercial goals and covers the entire customer lifecycle for different audiences or personas.

HubSpot Platform

Increase traffic, convert leads, and prove ROI with our all-in-one marketing solution, create, automate, optimize and measure all your business online marketing with one software that will give you unparalleled insight, power and control.

Social Media Channels

- **Facebook:** Introduction, how to create pages, admin pages, design best post, engage fans, create a community, design Facebook ad to targeted audience, create lists, organic reach vs paid reach, Facebook Algorithm (how it works).
- **Twitter:** Introduction, How to create Twitter account, admin Twitter account, design best post, engage followers, create a community, design Twitter advertisement to targeted audience and create lists.
- **LinkedIn:** Introduction, how to connect to your professional network,
- **YouTube:** Introduction, creates YouTube Channel, upload files, use Meta tags and description to reach more audience, advertise using YouTube 4 True View.
- **Instagram:** Introduction, how it works, settings and engagement tactics
- **Google+:** Introduction, how it works, create your own/business Google+ page, why it is important, posts creation and optimization.
- How to design websites without coding using (WordPress).

Search Engine Optimization (SEO)

This module will help you understand what is involved in Search Engine Optimization (SEO) and how the tactics underpinning SEO can help boost the organic search ranking for your website on search engine results pages. You will explore keyword research and the process of selecting suitable keywords for your website, optimization of content on a web page and how to create and include effective content and meta-tags throughout your website. During the session we also look at how websites are viewed and processed by search engine spiders and how to speed up indexing.

Email Marketing

Email Marketing is still one of the most effective forms of digital marketing, when carried out properly. This course clearly explains how permission-based email marketing plays an integral part in digital marketing to increase customer reach, loyalty and sales. We will look at how to write an email, when to send it and how to test the campaigns.

This module covers how to effectively gather data, segment and communicate with different target groups.

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We look at sending email campaigns and the most effective ways to increase open rates, click through and interaction. Email continues to be an excellent customer communications tool despite the challenges of deliverability, inbox stand-out and list member inactivity.

Learn how to design, create and implement successful email marketing campaigns for your business. This is not a technical course and will not teach you how to create email templates using HTML and CSS but rather how to effectively manage campaigns.

Digital Display Advertising

The Digital Display Advertising module gives you the skills and knowledge to implement and manage effective digital display (banner ad) campaigns.

We explain the main concepts and terminology associated with digital display advertising and explore what is involved in developing and managing effective banner ad campaigns.

We look at the different ad and creative formats available and how best to target these to your audience. We look explain the different targeting methods including contextual, behavioral and retargeting. You will be able to research and use a range of campaign publishers, and know what pricing models are available such as CPM, CPC, CPL CPA and sponsorship.

Web Analytics

This module in Analytics will not only give you the skills to measure your campaigns and activity, it will also allow you to optimize them in this iterative process.

You will be able to build an online reporting structure for your business, and learn about tools that you can use to help you understand how to measure and monitor your online traffic.

Discover how to set up and align business objectives with your analytics goal configuration and utilize the features of Google Analytics to develop a detailed profile of your target audience's location, demographics, devices, interests and more.

You will learn how to assess the effectiveness of your website's technical performance and how to measure levels of user engagement and conversion by tracking activities.

Pay Per Click

The Pay Per Click (PPC) also known as Search Engine Marketing (SEM) module demonstrates how to implement and manage search advertising campaigns. This module will cover the key concepts used within the field of PPC and will give you the technical understanding and skills to build and maintain an effective strategy.

We focus on the terminology and fundamentals of Search Engine Marketing and look at the mechanics of how Pay Per Click systems function. You will develop keyword research and selection skills and learn how to apply these to Google AdWords campaigns.

At the end of the module you will be able to analyze current Search Marketing activity and target your campaign to key audience groups in order to enhance and improve click through rates (CTR). We look at how to write strong ad copy and make them concise, compelling ads.

Learn how to set and manage budgets for Google AdWords campaigns and measure and analyze their effectiveness by exporting detailed campaign management reports.

For more details, kindly feel free to contact me directly on aa@ameedawad.com or 0599385702.

Regards,

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