

# Certified Digital Marketing Strategist using A.I. Tools

CERTIFIED TRAINING  
Ramallah - Palestine

28, 29, 30 December 2024



Official Partner



# CERTIFICATE SAMPLE



# TRAINING AGENDA

## DAY 1

Introducing the WALTS Methodology  
How it works  
Design Digital Marketing Strategy applying WALTS Methodology  
Design Digital Marketing Action plan

**Social Media Strategies  
Management and SPONSORING Ads  
(Facebook & Instagram)  
Brand Building  
Sales Activation  
Engaging  
Customize your targeting**

## DAY 2

**Practically working on social media sponsoring Ads**  
Creating Engagement campaigns on Facebook & Instagram  
applying multiple Ad Sets and multiple Ads  
Google: website optimization and SEO  
Working on Google Ads  
(Google Display Network, Google Video Ads YouTube,  
Google Search Engine Marketing - SEM)  
**Practical examples on trainees laptops**

## DAY 3

### AI Marketing Tools

Generating contents for social media using ChatGPT  
Generating contents for social media using Google Bard  
Creating website contents for best SEO results using ChatGPT and Google Bard  
Visual Content creation using AI Marketing Tools – Flick  
Email Marketing Using MailChimp, creating Automation and Dynamic reports  
Using HubSpot as AI Marketing tool  
Using LinkedIn Outreach Automation AI Tool  
HubSpot Online AI CRM Tool



# Certified Digital Marketing Strategist Using Marketing AI Tools

**3-Day Training**

**Certificate: Signed & Stamped Official Certificate from CPD London & ESD Academy Dubai - WALTS with credential ID.**

*Seats are limited.*

**Registration**, please send email to [register@digitalmarketing-academy.net](mailto:register@digitalmarketing-academy.net)

**[BOOK YOUR SEAT NOW ONLINE](#)**



 Ameed Awad

# MEET THE TRAINER

## Ameed Awad



### **International Digital Marketing, Sales, Branding and Transformation Consultant & Trainer**

ToT Certified W.A.L.T.S Professional

Trained more than **6000 professionals** in MENA region on Digital Marketing, Digital Sales, Digital Branding and Digital Transformation, designed more than **200 digital marketing, sales, and transformation strategies for businesses in MENA**, improved their **online presence, e-commerce platforms, brand building and sales activation** to their products and services domestic and internationally.

Currently working as a certified professional trainer with Google-Dubai and **Digital Consultant & Trainer** with INFORMA MENA in Dubai, GCE Jordan - Amman, Muscat, Beirut and Ramallah on Social Media and Digital Marketing topics (i.e., Social Media Management and Advertisement, Search Engine Optimization (SEO), Pay Per Click (PPC), SEM, Click Through Rate CTR, CPM, CPC, email marketing and display advertising using Google AdWords).



## Our Clients





# Trained Clients









يد بيد، نبني مستقبلنا

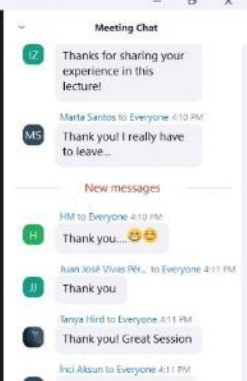
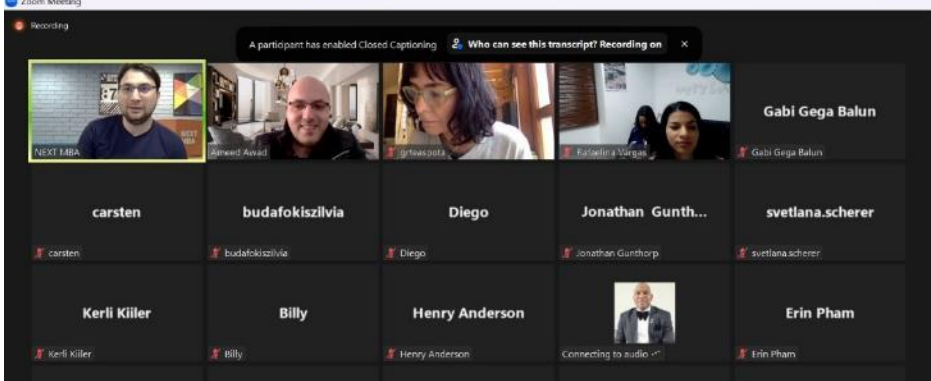
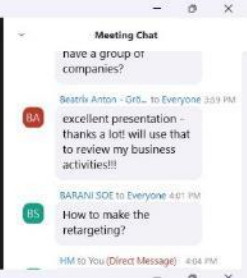
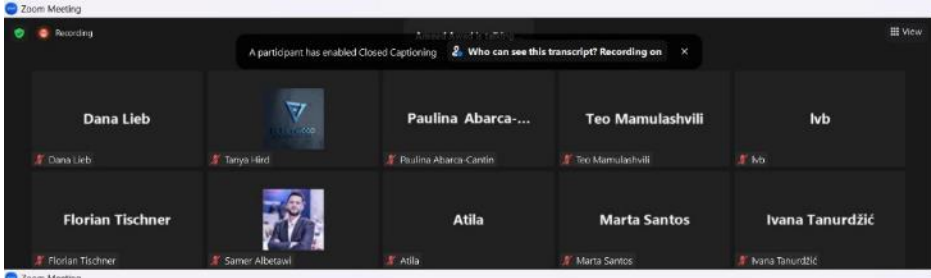
Let's create the future together



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DIGITAL MARKETING

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