

# Certified Digital Marketing Strategist

CERTIFIED TRAINING

Ramallah Millennium Hotel – Palestine

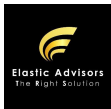
February 23, 24, 25



Official Partner



# CERTIFICATE SAMPLE



# TRAINING AGENDA

DAY 1	
09:00 – 09:30	Welcoming & Coffee
09:30 – 10:00	Introducing the WALS Methodology
10:00 – 10:30	Design Digital Marketing Strategy applying WALS Methodology
10:30 – 11:00	Design Digital Marketing Action plan & Social Media Strategies
11:00 – 11:15	Coffee break
11:15 – 13:30	Management and Sponsoring Ads, (Facebook & Instagram) applying META AI TOOLS within the Ads
13:30 – 14:30	Lunch
14:30 – 15:30	Practicing Facebook Ads Manager & Instagram Ads
15:00 – 15:30	Customize your targeting Brand Building VS Sales Activation

DAY 2	
09:00 – 09:30	Welcoming & Coffee
09:30 – 10:30	Practically working on social media sponsoring Ads
10:30 – 11:00	Applying multiple Ad Sets and multiple Ads
11:00 – 11:15	Coffee break
11:15 – 13:30	Google – SEM & SEO
13:30 – 14:30	Lunch
14:30 – 15:30	Google YouTube Ads & Display Ads
15:00 – 15:30	Practical examples on Google Ads on your laptops

Day 3	
09:00 – 09:30	Welcoming & Coffee
09:30 – 10:00	Generating contents for social media using ChatGPT
10:00 – 10:30	Case Study
10:30 – 11:00	Design Digital Marketing Action plan & Social Media Strategies for your own business or your organization
11:00 – 11:15	Coffee break
11:15 – 13:30	Email Marketing Using MailChimp, creating Automation and Dynamic reports & using HubSpot as AI Marketing tool
13:30 – 14:30	Lunch
14:30 – 15:30	Using LinkedIn Outreach Automation AI Tool HubSpot Online AI CRM Tool
15:00 – 15:30	W.A.L.T.S Framework Project



# 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



**Ameed Awad**





# Trained Clients











