Digital Marketing Practical Training

Summary

Digital Marketing Practical Training (12 hours) will cover the B2B and B2C Strategies and Techniques on designing ads to any segment as per business assigned goals using Google Ads and social media channels (i.e. Facebook and Instagram and LinkedIn), also this training will focus on how to use Mailchimp as an email marketing platform, Google Analytics and digital branding.

Training will cover the main marketing stage on online marketing & sales that is:

1. Build brand awareness on selected regions
2. Create valuable consideration campaigns so clients/business might consider business brand
3. Generate business/individuals leads
4. Connecting Sales team with marketing leads with all digital communications
5. Converting leads to clients after applying lead nurturing using specific digital marketing channels
6. Delight online customers and build retention.

Training Objectives

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

- Marketing Fundamentals
- Digital Marketing Fundamentals
- Digital Marketing Tools
- Content Development for online digital tools
- Design Online Strategic Plan as per business annual objectives
- Reach more audience interested B2B and B2C on Google Ads
- Understanding Inbound Marketing Methodology to generate business leads
- Understanding when to use each digital channel and campaign type per channel
- Targeting specific audience in specific location at specific time
- Brand Building on Facebook, Instagram, and LinkedIn
- Sales Activation on Facebook, Instagram, and LinkedIn
- Working on website traffic, video views and messages on social media consideration stage that can convince potential client to buy the product
- Using of Facebook Pixel ID For retargeting
- Using Facebook & Instagram accounts to reach more audience for B2B and B2C
- Generate Leads using Google Ads (Search Engine Marketing)
- Generate Leads on Social Media using Facebook, Instagram and LinkedIn
- Connecting Generated Leads with HubSpot Marketing Platform
- Lead Nurturing using HubSpot Platform aligned with Sales Team
- Retargeting clients on Google Ads and Social Media Platforms (i.e. Landing pages, Facebook and Instagram)
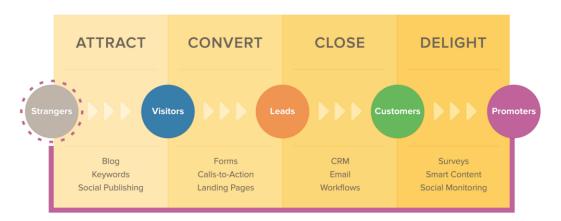
- Using of Google Audience Manager for targeting customized audience
- Using Google Retargeting Ads.
- Design Special landing pages to lead traffic of potential clients and make them convert to local/international customers.
- Using Google Ads as Display, videos and Mobile App downloads
- Design website that fit Google SEO standards
- Ability to read online statistics and do data analysis to build future online campaigns using Google Analytics
- Ability to understand the general mistakes on representing online businesses/organizations and how to fix them
- Content Marketing, Content writing and development best practices
- App Store Optimization and using Facebook / Instagram and Google Ads to increase downloads for business App
- Affiliate Marketing and how it works
- Freelancing to Make Money online using LinkedIn and Other Online platforms for freelancers

Topics

- Design online strategic plan – SOSTAC Concept
- Apply Search Engine Optimization (On-Page and Off-Page optimization), using Moz.com as an online SEO Tool
- Google Ads Marketing campaign types Pay Per Click, Lead generation, awareness, reach and traffic.
- Applying Google Ads for display Ads and Video Ads on YouTube to reach and build awareness
- Email Marketing using MailChimp as Email Service Provider www.mailchimp.com including Emails Collection, Emails segmentation and management
- Social Media Management (Facebook, Instagram, Twitter and LinkedIn)
- Social Media Ads on (Facebook, Instagram and LinkedIn) campaign types Lead generation, awareness, reach, conversion and traffic as per business objectives
- Social Media KPIs (Measuring and Optimizing)
- Google Analytics, acquisitions, audience, KPIs, segments, Connecting Google Ads, Retargeting and reporting
- **Inbound Marketing Implementation**
- Digital Branding
- Best Practices and Case Study

THE INBOUND METHODOLOGY

The best way to turn strangers into customers and promoters of your business.

by HubSpot

- **Facebook/Instagram:**
    - Facebook/Instagram pages management
    - Facebook/Instagram page roles assign roles and using on Social Media Platforms (Hootsuite)
    - Types of posts
    - Types of Ads
    - How to increase number of followers on Facebook Pages and Instagram accounts
    - Facebook/Instagram organic reach best practices and options
    - What we mean by reach, impression, CTR, clicks, views, acquisition, budgeting, placement, timing and bidding strategy when we design Facebook/Instagram sponsored Ad.
    - What is Facebook/Instagram Pixel ID
    - How to install and track Facebook Pixel ID
    - What is Facebook/Instagram Ads types (Awareness, Consideration and Conversion) and when to choose each type
    - How to create customized Audience
    - How to select location, gender, audience interest, placement, budget, timing and bidding strategy per campaign
    - Facebook Ads regulations
    - How to create leads on Facebook Lead generation Ads
    - How to create lead form
    - Retargeting ads on Facebook
    - How to read Facebook Insights

- **LinkedIn:**
    - What is LinkedIn
    - How to create LinkedIn Business Page
    - How to Manage LinkedIn Business Page
    - How to create an Article
    - How to create LinkedIn promoted contents targeted by country, position, company name, size, demographics …etc.
    - How to generate leads from LinkedIn Ads
    - How to connect with your professional network
    - How to increase business LinkedIn Page followers

- **YouTube:**

o   What is YouTube True View
o   How to create YouTube Channel
o   How to create video ads using YouTube Ads Platform
o   How to set budget
o   What we mean of CPV

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.

- WHAT IS SEARCH ENGINE OPTIMIZATION?
- SEO STRATEGY AND BEST PRACTICES.
- MIMIC THE LANGUAGE SEO STRATEGY
- HOW TO OPTIMIZE A PAGE?
- NOT ALL LINKS ARE CREATED EQUAL.
- Did they pick the right keyword?
- Are they earning inbound links?

Fundamentals of Content Marketing

- WHY IS CONTENT IMPORTANT TO INBOUND?
- HOW DO YOU CREATE REMARKABLE CONTENT?
- WAYS TO IDENTIFY TOPICS THAT MATTER
- LEVERAGING CONTENT THROUGH DISTRIBUTION
- METRICS TO CONSIDER WHEN ANALYZING CONTENT EFFICACY
- WHAT DOES REMARKABLE CONTENT LOOK LIKE?

Email Marketing - MailChimp

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.

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.

- Sending the Right Email to the Right Person
- WHY IS EMAIL MARKETING STILL IMPORTANT?
- HOW DO YOU SEND THE RIGHT EMAIL TO THE RIGHT PERSON?
- LEAD NURTURING
- HOW TO OPTIMIZE FOR MOBILE
- FOUR STEP GUIDE TO EMAIL PERFECTION
- SEND EMAILS FROM REAL PEOPLE
- Use actionable language to be clear and compelling.
- IS YOUR EMAIL GETTING TO YOUR CONTACTS?
- WHAT DOES A GREAT EMAIL LOOK LIKE?

Training Methodology

Training will be structured as following per each topic:

Stage 1:

- Presenting topic slides to better understand the theory behind the digital channel

Stage 2:

- Live-Online practice on how to work on the digital channel to achieve assigned objectives through selected example

Stage 3

- Case study, online assignment to test candidates understanding after practicing on how to use and utilize the digital channel for specific marketing goal and making sure candidates are following the logical sequence of marketing methodology for best practices

Trained Clients from MENA region

Regards,

Ameed Awad
Certified Digital Marketing Professional

Ameed Awad | International Digital Marketing & Branding Coach
Certified Google Trainer
Palestine +970 59 938 5702