

Course Overview:

The advanced E-marketing course will provide you with the essential knowledge and skills you need to plan, implement and monitor effective digital marketing campaigns and contribute to operational marketing plans.

Course Objective:

Dramatically increase lead generation through internet marketing and ultimately increase your business profits.

Course Outline:

- Search Engine Optimisation (SEO)
- Search marketing & Pay Per Click (PPC)
- Types of online advertising
- E-mail marketing
- Automated & Behavioural marketing (based on goals & triggers)
- Viral marketing
- Blogging & Online PR
- Affiliate marketing
- Social media marketing
- Website conversion optimisation
- Lead generation & Data Capture
- Digital metrics & analytics
- Regulation and codes of practice

Who Should Attend:

Ideal for those who want to learn about the best digital marketing tools available & develop a digital strategy.

Training Language:

EN / AR

Training Methodology:

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation