

Course Overview:

Online marketing became one of the most successful tools in advertising for any kind of business. It's the appropriate time to invest into the internet marketing and know the basic Concepts of that online world. The core of this course is awareness of Online Marketing world Techniques & Secrets, and how to reach targeted customers easily in a professional ways.

In this course we will Discuss the most popular online channels used by the targeted customers In order to reach potential internet customers, and how to create an integrated online marketing plan putting in consideration the popular online channels used by each country internet users that will help in building up a reputable online image for your business in the right place with the best ROI.

Course Objective:

- Be aware of Main Online Marketing Channels
- Understand how using e-marketing can achieve your business goals.
- Optimize Business website in a professional way
- Creating Online Ads
- Create an Online Marketing plan
- Manage & Monitor any Online Activity
- Measuring KPIs of every online marketing channel

Course Outline:

- Introduction to E-Marketing
- Digital Marketing Strategy
- Market Research
- Crowd sourcing
- Writing for the Web
- Email Marketing
- Online Advertising
- Affiliate Marketing
- Search Engine Marketing
- Search Engine Optimisation
- Social Media Channels
- Online Reputation Management
- Customer Relationship Management (CRM)
- Conversation Optimisation

Who Should Attend:

- Junior Marketer
- Senior Marketer
- Junior Online Marketer
- Senior Online Marketer
- Business Development Manager
- Web Developer
- Web Designer
- Business Owner

Training Language:

EN / AR

Training Methodology:

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

- Sales Manager
- Sales Executives
- Marketing Managers
- Students