



an  egis company

بروجاكس للتدريب والتطوير  
Projacs Training and Development

# Digital Marketing

ONLINE COURSE

A Member of:



PROJACS ACADEMY



[ProjacsAcademy.com](http://ProjacsAcademy.com)



## Introduction

This course is designed to offer a better understanding of the main concepts and channels of digital marketing. It showcases practical demos of advertising campaigns and will guide in developing a top-line digital marketing strategy for your business. It will also break down various essential concepts in digital marketing and explain the most commonly used jargon

## Who Should Attend?

Anyone interested in learning more about digital marketing, especially entrepreneurs, marketers and top level executives who want to develop a better understanding of this highly sought after skill.

## Course Outlines

### Day One:

- Introduction to Digital Marketing Concepts
- The Digital Marketing Funnel
- How to set up a Buyer Persona
- Introduction to Digital Advertising Channels

### Day Two:

- Digital Marketing Strategy
- Practical Demo of Advertising Campaigns (Facebook & Google Products)
- Digital Analytics and Optimization Tools

## Training Method

- Live group instruction through the online platform.
- Use of real-world examples, case studies and exercises.
- Interactive participation and discussion.
- Powerpoint presentation, and online activities.
- Self-assessment tests and group think exercises.
- Mini-individual presentation and sharing feedback.

## Duration

### Two-Day Program

## Schedule

### Daily Schedule\*:

- Session 1 12:00PM - 01:00PM
- Break 01:00PM - 01:15PM
- Session 2 01:15PM - 02:15PM
- Break 02:15PM - 02:30PM
- Session 3 02:30PM - 03:30PM
- Q & A 03:30PM - 04:00PM

\* KSA time

\* Course agenda can be adjusted according to client's preference

## Course Fees\*

- **500 USD**  
\*VAT is Excluded If Applicable