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بروجاكس للتدريب والتطوير
Projacs Training and Development

Digital Marketing Specialist

أخصائي تسويق رقمي

29 August – 02 September 2022

Baku / Azerbaijan



ProjacsAcademy.com



Introduction

The Digital Marketing Specialist course demonstrates advanced concepts and techniques in digital marketing to participants who have some previous experience in the field of digital marketing. Advanced strategies for social media, influencer, search, video and email marketing are demonstrated; and participants are given the opportunity to implement this knowledge to their own campaigns as the course progresses.

Course Methodology

The course is highly interactive and hands-on. Participants are given the opportunity to actively work on their own campaigns during the course.

Objectives

By the end of the course, participants will be able to:

- Use advanced advertising techniques on social media.
- Use advanced advertising features in Google Paid Search and Display Ads.
- Create and manage effective video marketing campaigns.
- Build engaging newsletters and E-mail marketing campaigns.
- Understand CRO (Conversion Rate Optimization) to track and improve conversion rates.
- Calculate and optimize key digital marketing metrics along the digital marketing funnel.
- Understand and utilize the power of influencer and affiliate marketing.

Target Audience

This course is suitable for digital, sales, marketing and media professionals, webmasters, web developers, key managers and any business professionals with some previous experience in digital and social media marketing; as well as anyone seeking to take their digital skills to the next level. This course is not a good fit for professionals who are new to digital marketing; instead, for an introductory course, please see our “Digital Marketing Practitioner” course.

Target Competencies

- Advanced social media advertising techniques.
- Advanced search and display advertising techniques.
- Video marketing.
- E-mail marketing.
- Website critique and Conversion Rate Optimization (CRO).

Course Outline

Day One

Digital Marketing Fundamentals Refresher:

- How to create and execute an effective digital marketing strategy.
- The online buyer’s journey.
- Review of key digital marketing metrics:
 - Click-Through Rate (CTR).
 - Cost Per Click (CPC).
 - Cost Per “Mille” (CPM).
 - Conversion Rate (CR).
 - Engagement Rate (ER).
 - Return on Investment (ROI).

Advanced Social Media Advertising Techniques:

- Advanced ad campaigns on Facebook and Instagram.
- How to setup native landing pages on Facebook and generate leads.

- How to create a custom audience on social media.
- How to create a lookalike audience on social media.
- Using pixels to track conversions.
- Advertising on Twitter.

Day Two

Video Marketing:

- Introduction to video marketing.
- Advertising on YouTube.
- TrueView in-stream ads.
- Bumper ads.
- TrueView discovery ads.
- Optimizing results.

Day Three

Email Marketing Techniques:

- Email marketing recap.
- Email marketing best practices.
- Introduction to MailChimp.
- Building your newsletter on MailChimp.
- Reading and interpreting reports.

Day Four

The Pillars of Conversion Rate Optimization (CRO):

- Strategic thinking for advanced digital marketers.
- The fundamentals of A/B testing.
- A/B testing case studies.
- A/B testing software / tools.
- Live website critique and case studies.

Day Five

Influencers and Affiliate Marketing:

- General definitions.
- The benefits of influencers marketing.
- Techniques for successful influencers marketing.
- Influencer marketing case studies.
- Introduction to affiliate marketing.
- The benefits of affiliate marketing.
- The “Dos” and “Don’ts” of affiliate marketing.
- Affiliate marketing case studies.

Training Method

- Pre-assessment
- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- Each participant receives a binder containing a copy of the presentation slides and handouts
- Post-assessment

Program Support

This program is supported by interactive discussions, role-play, case studies and highlight the techniques available to the participants.

Schedule

The course agenda will be as follows:

- | | |
|---------------------|------------------|
| • Technical Session | 08.30-10.00 am |
| • Coffee Break | 10.00-10.15 am |
| • Technical Session | 10.15-12.15 noon |
| • Coffee Break | 12.15-12.45 pm |
| • Technical Session | 12.45-02.30 pm |
| • Course Ends | 02.30 pm |

Course Fees*

- **4,050 USD**
**VAT is Excluded If Applicable*

مقدمة

مع تزايد المنافسة والضغوطات والاقتصادية الصعبة، ستحتاج إلى استخدام تقنيات تسويقية أثبتت فعاليتها حتى تتمكن من توليد الطلب على منتجاتك وخدماتك. تقدم دورة الأخصائي المعتمد في التسويق مجموعة متنوعة من المفاهيم التسويقية التقليدية الهامة والتي ستعطيك معرفة راسخة حول مواضيع التسويق التقليدية مثل التخطيط والتدقيق التسويقي والاتصالات والبحوث التسويقية. هذه الدورة مهمة لجميع الأخصائيين الذين يرغبون في الاستفادة من مجالات التسويق لأول مرة أو يرغبون في تجديد معرفتهم فيها.

الحضور

- موظفي قسم التسويق.
- العلاقات العامة.
- الاتصالات التسويقية.
- المبيعات والأخصائيين في إدارة العمليات.
- حيث تضيف هذه الدورة قيمة خاصة لمدراء التسويق في الشركات والأعمال التجارية والمؤسسات الصغيرة والمتوسطة والكبيرة في جميع القطاعات.

الاهداف

سيتمكن المشاركون في نهاية الدورة من:

- تحديد إطار عمل التسويق لمؤسسة تجارية.
- القيام بالتدقيق والتحليل التسويقي لعمل دراسة أفضل حول البيئات الكلية والجزئية.
- الدمج بين أفضل الممارسات والأدوات والنماذج لتنفيذ نظام فعال في تسويق وإدارة المبيعات.
- وضع استراتيجيات ومبادرات وبرامج لبناء والحفاظ على الميزة التنافسية في السوق.
- تطبيق التخطيط وتنفيذ استراتيجيات التسويق الحديثة لتعزيز النتائج المؤسسية.