



an  eegis company

بروجاكس للتدريب والتطوير
Projacs Training and Development

Digital Marketing

03 – 04 June 2020

ONLINE COURSE

A Member of:



PROJACS ACADEMY



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 | 09:00AM - 10:00AM |
| • Break | 10:00AM - 10:15AM |
| • Session 2 | 10:15AM - 11:15AM |
| • Break | 11:15AM - 11:30AM |
| • Session 3 | 11:30AM - 12:30PM |
| • Q & A | 12:30PM - 01:00PM |

** Mecca time*

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

Course Fees*

- **500 USD**

**VAT is Excluded If Applicable*