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بروجاكس للتدريب والتطوير
Projacs Training and Development

Digital Marketing and Social Media Masterclass

التسويق الرقمي ووسائل التواصل الاجتماعي

30 August – 03 September 2020

Dubai / United Arab Emirates

A Member of:



PROJACS ACADEMY



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Introduction

It took radio broadcasters 38 years to reach an audience base of 50 million, television 13 years and the Internet just two years. There are 2 billion people access internet daily globally and this number is rapidly growing. Everyone is hooked to internet either through smartphones, tablets or through laptops and PCs. The online places where these are present are targeted by marketers. Such places are E-mails, Search engines, Social Media platforms and Websites.

Mastering the art of promoting your business on these places is Digital Marketing. The increase in spend on digital marketing has obviously created demand for digital marketing professionals. However, there is not much formal training or education available for these professionals to groom themselves in this domain. This workshop attempts to practically explain what exactly Digital Marketing is & how to create and execute integrated digital marketing plan.

Objectives

By the end of this course practitioners shall learn to:

- Digital Marketing Concept and Trends
- Understand the social media foundations
- Competitors' Analysis
- Set Digital Marketing goals and create a Plan with KPIs
- Build a social media strategy and know some tactics
- Understand the basics of the most popular social networks : Facebook, Instagram, LinkedIn, Twitter and YouTube
- Understand the wide scope of social media Ads on: : Facebook, Instagram, LinkedIn, Twitter and YouTube
- will be able to run a basic successful Social Media Marketing advertising Campaigns on Facebook, Instagram, LinkedIn, Twitter and YouTube
- Use social media not just for marketing, but for customer services & PR
- Understand the fundamentals of content marketing
- Understand the basics of Search Engine and How it works

- Understand the basics of Search Engine Marketing (SEM) & Search Engine Optimization (SEO)
- Understand the basics of Google Analytics
- Understand the basics of Google Ads
- Understand the basics Google Display Network Ads
- How to increase conversions and sales with real world techniques

Who Should Attend?

- University Students
- Business Owners
- Marketers Who want to understand the digital marketing
- Marketers who dealing with Digital Agencies
- Website designers & Developers
- People who are looking for career shift
- Housewives who can operate digital project from homes
- Anyone who wants to MASTER Social Media Marketing and Search Engine Marketing

Course Outline

DAY 1: Social Media Strategic Planning

Define and understand your online consumer behavior

- Digital Marketing Concepts and Trends
- Understanding your audience, segmentation and targeting
- Understand the customer journey and customer experience
- Tools will help you for define and discover your online buyer persona

Social Media Marketing Plan Process

- SOSTAC Planning model
- Marketing Communication strategy
- Social Media Marketing tactics

Planning and developing a social media strategy Foundation

- Frameworks for planning a digital marketing strategy
- How to set your Digital Objectives for Your Brand
- Setting objectives, KPI's and feedback to refine the marketing mix
- Tips to set your social media strategy for your social media channels
- News Jacking & Real time marketing tactics

DAY 2: Social Media Ads

- Set the right and most efficient plan for your social media campaigns
- How to optimize your social media ads with an efficient cost
- How to make A/B testing campaign and control your ads activities
- Basics of How to create a successful ads on: Facebook & Instagram & LinkedIn & Twitter
- Practical Workshop for running a real campaigns on Facebook & Instagram & LinkedIn & Twitter

DAY 3: SEO & Google Analytics

- How Search Engine Works?
- Google Ranking factors
- Technical SEO Process
- SEO Strategy
- How to do a successful Keywords research
- Tools to help you analyze keywords.
- On-page SEO
- Off-page SEO
- Competitor analysis
- Google Analytics
- Practical Workshop

DAY 4: Google Ads “SEM”

- What is Google Ads, How it works, Benefits and How to use it
- Google Ads Levels (Account, Campaign, Ad Group, Keywords, Ads)
- Ad position & Ad rank factors
- Bidding Strategies (manual & Automated)
- Costs and budgets calculation
- Keywords & available match types & Ad Extensions
- Best Practices for the SEM
- Campaign's enhancement & Optimization tactics
- Practical Workshop

DAY 5: GDN & YouTube

- Campaigns Structure & implementation " GDN & Youtube"
- Different GDN ads formats
- Different targeting methods available
- Best Practices for the GDN & YouTube Campaigns
- GDN & YouTube Campaign planning
- Campaign's enhancement & Optimization tactics
- Practical Workshop

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, and case studies and highlight the techniques available to the participants.

Schedule

The course agenda will be as follows:

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|---------------------|------------------|
| • 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*

- **2,950USD**
**VAT is Excluded If Applicable*