

# DIGITAL MARKETING HANDBOOK

**WORKING TOGETHER  
TO HELP YOU SUCCEED**

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[www.leaders.qa](http://www.leaders.qa)

# DIGITAL MARKETING

## PROFESSIONAL CERTIFICATION

NET  
WEBSITE  
PROMOTION  
ANALYSIS  
CONTENT  
SYSTEM  
DIGITAL  
MARKETING  
E-COMMERCE  
BRANDING  
ADVERTISING  
STRATEGY  
SOLUTION  
TECHNOLOGY  
BROWSER  
EMAIL  
SEARCH  
PLACEMENT  
SEO  
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### About Us

Welcome to Qatar's Largest and most prestigious private training centre. We are the *largest* in terms of:

- Square meters of space covered by our three state of the art training centres in the heart of Doha.
- Number of active students
- Number of public & online batches
- Number of corporate clients in Qatar.



### Why Us?

#### Full time teachers,guaranteed quality

- Because of our higher ratio of full time teacher,we are able to provide more number of hours for each subject which helps increase the pass rates sustainability.
- Furthermore full time teachers come more prepared leading to more effective classes.

#### Helpline Service

We encourage our teachers to give out contact details to the students so that where any student has any problem he/she can contact the teacher directly.

#### Competitive Prices

Prices are quite competitive without any compromise in quality.

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For more information please contact our course advisors.





## Overview

Digital Marketing can be defined as a unique marketing strategy that is implemented in digital platforms through Internet Medium to reach the target audience. When compared to traditional marketing, search analytics gives you an extra edge in Digital Marketing. Analytics empowers the business to analyse the success in their business strategies and provides the required data to modify the strategies to suit the market requirements and improve ROI.

With our Digital Marketing Training, re-discover your creative instinct to design significant marketing strategies to promote a product/service related to any organization from any business sector.

## Who should attend?

- Traditional Marketers and Marketing Executives
- Senior Management
- IT Managers
- Small Business Owners
- Career Changers
- Entrepreneurs
- Those responsible for developing or implementing a digital marketing strategy for their organization
- Anyone in marketing or business who wishes to demonstrate proficiency in digital marketing

## Course Content

- Introduction to Digital Marketing
- Market Research
- Content Marketing
- Social Media Marketing (Paid & Organic)
- Search Engine Optimization (SEO)
- Paid Search (PPC)
- Display and Video Advertising
- Email Marketing
- Website Optimization
- Analytics Using Google Analytics

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## Benefits of this course

After completing this course you can :

- Start a website (Blog).
- Go for a job or Freelancer/Consultant.
- Start a Video Channel & monetize
- Start a Digital Marketing Agency
- Grow your own business
- Help a client increase their business



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+974 44334321

✉ [info@leaders.qa](mailto:info@leaders.qa)

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