

DIGITAL MARKETING TRAINING



COURSE

ABOUT

We are now living in a fast-paced technological era where Traditional Marketing is no longer sufficient to efficiently drive your brand growth and sales. Digital Marketing is at the forefront of innovation and major growth and the demand for skilled digital professionals is on the rise nowadays.

This Digital Marketing course provides basic to advanced Social Media Marketing Courses and its importance within the current media environment. Receive in-depth knowledge about the multiple digital channels such as Social Media, PPC, SEO, Google Adwords, Google Analytics and how they can be used to effectively create an impactful digital marketing strategy

How can the course help you?

- Growing Demand for Digital Marketers
- Work as freelancer
- Work from home
- Easy to Start a Career
- Digital Marketing Gives you Entrepreneurial Skills
- Digital Marketing Jobs are Diverse and Popular
- Good Salary Packages
- Recession-Proof Jobs
- Combines Creativity and Hard-Work
- Learn how to Gain Business Insights



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COURSE OUTLINE

1. SEO(Search Engin Optimization)

- On-Page SEO
- Off-Page SEO

2. Google Adwords

- Google ad-sens
- Google Search Console
- Google Tag Manager
- Google Analytics
- Google My Business
- Youtube Advertising

3. Social Media Marketing

- Facebook advertising
- Instagram advertising
- TikTok Advertising
- Snapchat Advertising
- Twitter Advertising
- LinkedIn Advertising
- Pinterest Advertising

4. Email Marketing

- News Letter Creation
- Website integration
- Contact importing
- Report Generation

5. Amazon Advertising

- Channel Creation
- Listing improving
- Products uploading
- Paid advertising

1. Search Engine Optimization (SEO)

- TWO TYPES OF SEO.
- On-Page SEO
- Off-Page SEO

• What is On-Page SEO

- Keyword Research with Google Keyword Planner.
- How to Select a Domain Name?
- Page Naming {URL Structuring} and Folder Naming
- Image Naming, Image Title and ALT Tags Creation
- What are Meta Tags
- Description
- Country Robots
- Keywords Author
- Redirection Tags
- Headings Tags {H1 to H6}
- What is Content Writing?
- SEO Friendly Content Writing {Inserting keywords in content}
- Anchor Text, Link Title
- Robots. text file use and creation
- HTML Sitemap creation
- XML Site Map Creation
- ROR text sitemap
- Site Tracking Tools (Google Webmaster, Google Analytics)
- What is Alexa?
- Alexa Integration

• OFF-Page SEO

- What are Back links?
- Why Back links are Important?
- How to Get Back links?
- Difference Between Do-Follow and No-Follow Back links
- What is Google Page Rank?
- How to Increase Page Rank?
- Search Engine Submissions
- Directory Submissions
- Article Writing and submissions
- Press Release writing and submissions
- Blog Posting and comment writing

- Classifieds posting
- Forum Posting
- Business Listing
- Social Bookmarking
- Social Networking
- RSS Feeds
- How Search Engine Algorithms working?
- What are Search Engine's Algorithms?
- How Algorithms Work?
- Why a Search Engine needs to update its Algorithms?
- Search Engine Penalties and Recoveries.
- Why a Search Engine penalizes a Website?
- How to optimize your site for Google Hummingbird Algorithm?
- What is Google Panda Algorithm?
- What is Google Penguin Algorithm?
- What is Google EMD Update?
- Save your site from Google Panda, Penguin and EMD.
- How to recover your site from Panda, Penguin and EMD?

2. Google AdWords

- Google Ad Words Pay Per Click Campaign
- Setting up new Google Account
- Google Search Engine Marketing Campaigns
- includes Location, Network, Devices, CPC,
- Bidding Option, Ad Extension- Location
- Extension, Phone Extension, Site links.
- Create Ad group
- Multiple Ad groups by analyzing products/services/
- Setting up and adjusting the Maximum Bid for the Ad groups.
- Creating multiple effective Ads for every Ad group performance.
- Analyzing the industry, understanding the end user
- Creating effective
- Keywords from users' search point.
- Creating Campaign Level Negative Keywords.
- Creating Ad group level Negative Keywords.
- Analyze your Search Engine Marketing Campaign
- Analyzing your business Goals
- Setting up Google Analytics to track user behavior
- Monitoring your Google Ad Words PPC performance
- Analytics reports for Conversion Tracking,
- Campaign Tracking, Traffic Sources and Goal Conversions.
- Updating bids at Keywords

- Ad groups level based on the performance of the Ads.
- Decreasing the monthly spending budget for existing PPC
- Improving the Quality Score Improvements.
- Suggesting improvements for target page
- Optimization for specific Ad groups
- Reducing monthly spend by removing irrelevant keywords
- Bidding Analysis
- Improving CTR
- Improving Average Position

• Google Analytics

- Almost 80% of organizations using it,
- Google Analytics has become the preferred solution measuring
- The impact of online marketing.
- Google Analytics is not used to its full potential.
- Knowledge or ability to fully exploit Google Analytics' features.
- Understanding Dashboard –
- Audience | Advertising | Traffic Source | Content | Conversions
- Taking decisions based on Analytics Reporting
- Defining Business Goals and Objectives
- Measuring Tools and Methods
- Measuring your Site's ROI
- Getting Started with Google Analytics
- Introduction to Goal Conversion – Tracking the Conversions
- Tracking Social Media Traffic – Advanced Segmentation
- Tracking Phone Calls with Google Analytics
- Integrating Google AdWords campaigns into Google Analytics
- Following this training course, you will be able to:
- Use the new version of the Google Analytics interface
- Configure your Google Analytics account correctly
- Understand the real meaning of Google Analytics terminology
- Interpret Google Analytics reports and data
- Set up and measure your website conversion rates
- Better understand social engagement metrics
- Understand how people are using or searching your website

• Google Search Console

• Google Tag Manager

• Google Trends

- Google My business – Important for Local Business
- What is Google My Business?
- How Google My Business help in attracting new customers?

- How does it help in Local SEO?
- How to create a Google Profile for your business?
- Verify account instantly without need postcard, PO Box number?
- Add photos, videos, and more content on your Google Profile?
- Auto-generate a website using info from your business profile?
- Keep your customers coming back regular updates Posts
- Engage your customers online, and build customer loyalty?
- Customers interacting with your Business Profile using Insights.
- How did people find you?
- Where are they coming from?
- How to Optimize your Google My Business profile?
- So, your business stands out, gets more exposure
- Bring a lot more traffic to your website.
- How to get more reviews? And how to deal with bad reviews?
- How to add and manage more locations?
- How to use Google My Business App for Android and iOS
- Google Re-Marketing
- Ability to setup remarketing/retargeting
- Remarketing on AdWords, YouTube, Facebook, AdRoll,
- Perfect Audience, Google Analytics and Google Tag Manager
- Start setting up remarketing campaign yourself
- Ability to measure, report on retargeting/remarketing campaigns
- Become a consultant on retargeting/remarketing
- Campaign setup and optimization
- Become an EXPERT in all areas of retargeting/remarketing
- Ability to optimize and guide
- Re targeting/remarketing best practices

• Youtube Advertising

- Write SEO-friendly title and description
- Understanding Tags and Hashtags
- Linking back to the main/relevant content
- Transcribe your videos –
- your words will be indexed by Google and will help your rankings
- Embed the videos within the website/blog
- Social Media Advertising:

3. Facebook/Instagram Advertisement

- What is Facebook advertisement?
- What is Instagram advertisement?
- How Facebook Algorithm works?

- Algorithms
- Content Marketing
- Leveraging Facebook Insights for Success
- Facebook Brand Pages
- Content Best Practices
- Facebook Targeting Options
- Interest-Based Targeting
- Custom-Based Targeting
- Retargeting or Facebook Exchange Understanding
- Facebook Ad Structure
- Pixel setup
- Custom setting
- Custom audience creation
- Targeting custom created audience
- Conversion tracking based on specific post
- Conversion tracking for the custom audience
- Leveraging custom tracking method
- Brand awareness campaign Reach campaign
- Post engagement campaign
- Traffic campaign
- App installs campaign
- Video views campaign
- Lead generation campaign
- Conversion tracking
- Intelligence campaign for highest result
- Facebook Intelligence campaign technique highest conversion.
- Smart campaign for high result with lowest CPC technique.
- Branding technique campaign.

• LinkedIn Marketing

- LinkedIn Optimization:
- How to efficiently optimize your LinkedIn profile APPROVED BY:
- Get the maximum benefit out of it.
- LinkedIn Change Updates:
- LinkedIn has changed quite a bit from its early years in
- Terms of both the interface and what it has to offer.
- You will learn about these changes
- How to understand all the new features and effectively use
- Improving LinkedIn Presence:
- We will be giving very useful and actionable tips on
- How effectively use the platform to among the right audience,
- Enhance business opportunities and market what you offer,

- Important Etiquettes:
- here is a list of ‘to do’s’ and more importantly
- ‘Don’t do’s’ in the platform that is very important
- Success of your profile.
- These etiquettes will be visited in detail in the course.
- Network Building:
- The course will give direction on start building your network
- How to find leads and business prospects, connect with them
- Effectively improve your business chances.
- Improve Company Page:
- The course will shed insights on how to maintain
- Professional company page on LinkedIn
- Efficiently using posts
- Increase user engagement.
- LinkedIn Advertising:
- Using LinkedIn Ads service to improve exposure to a larger
- Audience and generate sales/business leads.
- Other Tools:
- Using all the available tools with the platform to efficiently
- Effectively boost your Online presence ,improve your business.

• Snapchat Advertising

- Build Snap Ad campaigns for your business
- Build custom and lookalike audiences inside Snapchat
- Build Snap Ad stories using Snap publisher tool
- Learn how to get started with Snapchat even never Snapchat in
- The power of Snapchat to build a massive following
- Learn why now is the time to use Snapchat to build your brand
- Learn the little-known method for building Snapchat fans
- Stories
- Learn the easy way to get followers, traffic, and sales
- Power of contests
- Promotions

• Twitter Advertising

- Twitter has more than 500 million registered users worldwide.
- 175 million Tweets a day globally,
- Twitter has become a mainstream communications platform
- Now considered to be a critical business and social media tool.
- Setting up your account and strategies
- Personal and corporate branding

- Optimize your Twitter profile for business
- Followers and following –
- How to find people, best practices in growing your followers
- Getting to know the lingo and etiquette – @, DM, RT, hashtags
- Twitter for business, marketing, lead generation,
- PR, and customer service
- Using search and why it’s important for businesses
- Understanding and measuring your brand presence
- How to monitor conversations related to your brand(s)
- Understand Twitter’s role in social search
- Track and analyze your campaigns –
- Tools to measure and understand your impact within Twitter
- Tiktok Advertisement
- Create a TikTok Paid Ads Account
- Understanding the TikTok Ad Campaign
- Set Your TikTok Ad Placements, Details, and Targeting
- Control Your TikTok Ad Spend, Duration, and Goals
- Set a Budget and Schedule
- Choose a Pacing Option
- Select Your Optimization Goal
- Turn Smart Optimization On or Off
- Design Your Ad Using TikTok’s Video Creation Kit
- Brand Takeovers
- In-Feed Ads
- Understanding the Hashtag Challenges
- Here’s a list of benefits that you will get after attending this course:
- Consider how Twitter can benefit you or your organization
- Use correct terminology and etiquette when tweeting
- Assess good and bad practices when using Twitter
- Monitor buzz and conversations
- Grow your list of Twitter followers
- Create a corporate-wide Twitter strategy

4. Email Marketing

- Newsletter Creating
- Landing page creation
- Social Media post creating and sharing
- Website integration
- Setting up automation with your online store
- Importing your customer data in CMS and sending the newsletter
- Setting up date for marketing by email
- Send marketing emails and follow up with prospective leads.

- Handling new accounts of buyers.
- Office administration work involving shipments moving around the world.
- Report generating weekly, monthly basis

5. AMAZON ADVERTISING

- How to create listing
- How to upload image and products in listing
- How to do the SEO of your products
- Hashtag using
- Paid advertising in Amazon
- CPC
- CPM
- CPV

Our Training Approach

Our goal is to impart quality training in various educational fields and help people improve their careers by acquiring advanced knowledge.

What will the candidate learn?

- Paid advertising
- Branding
- Content Creation
- Website Updating
- Website integration
- Website handling

What the candidate can achieve after the training?

- 30 hours course video
- Course pdf resource
- Full lifetime skills
- Certificate of Completion
- KHDA Approved Certificate
- Google Certification

Who needs this Course?

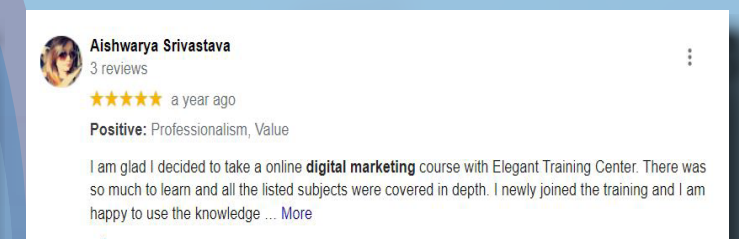
- Marketing & Sales Professionals

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- Business Owners
- Entrepreneurs
- Digital Marketing Professionals
- Students

Course Duration : 30 Hours

Our Student Testimonials



To know more about other courses, please visit here

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Our Gallery



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Scan Bar Code for Get 30% Off



Certification we Offered:



Corporate Clients



Our other courses



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