



**Certification  
Course Programme in  
Digital Marketing**

**EDOXI**  
TRAINING INSTITUTE

## Course Summary

Digital marketing is the most exciting game in the world right now. It is accessible to everyone and empowers everyone in the digital world. Over the last 2 years, digital technologies have transformed the way businesses function and interact with their audience. To succeed and overcome the digital competition, you and your business must be able to plan, implement and measure the impact of digital strategies effectively.

Get started with one of our game-changing Digital Marketing Courses and discover the 10 most important modules that help you understand and determine what Digital Marketing Strategy can take your business forward.

## About Edoxi

At Edoxi Training Institute, our Digital Marketing courses deliver more than usual. Providing more engagement, more industry insight, and more value for individuals and professionals.

We're one of the finest training institutes in Dubai, offering a mix of online and offline approaches, practical training modules and innovative solutions. We go the extra mile in digital marketing training. Our distinctive learning culture takes Edoxi's Digital Marketing Courses beyond the conventional. Over 90% of the participants say our training met or exceeded their expectations.

Since 2018, we have worked to a simple principle: inspiring individuals and businesses. We make it our mission to ensure each participant completes the digital marketing course with the knowledge they want, and the certification they need.

**COMPLETED**

**INSPIRED**

**TRAINING  
EXPERTISE**

**JOBS  
SECURED**

**250**  
**SESSIONS**

**1000+**  
**PARTICIPANTS**

**2.5**  
**YEARS**

**400+**  
**STUDENTS**

# Who can Pursue a Digital Marketing Career?

This course is specifically designed and structured for:

- Marketing Professionals who wish to learn and implement latest Digital Marketing Strategies.
- Business Owners who wish to gain awareness about Digital Marketing and understand how it can benefit their business.
- Individuals wishing to understand the latest trends on digital media platforms.
- Individuals planning to launch their business.
- Individuals who want to expand their existing business and reach out to an audience beyond traditional offline media platforms.

If you need answers to even one of the following questions, this course is for you!



- Why is Digital Marketing important?
- Do I need to market my business online?
- Which social media platforms should be used for my business?
- What is the ideal digital strategy to promote my business?
- How much should I spend on Digital Advertising?
- Which parameters do you analyse when determining a successful advertising campaign?
- What are the most important do's and don'ts for a business online?

# Our Trainers

## Inspiring the Edoxi's way

It's not just about building knowledge. It's about building confidence and empowering participants to challenge themselves and others, to articulate new ideas, to set new ambitions. It's a value adding principle that benefits individuals – and their employers, who can harness these new capabilities in digital marketing to drive business performance.

It's how our trainers lead each course that makes the Edoxi's difference. They do so with authenticity, integrity and enthusiasm.

They engage and interact. They encourage discussion, debate and challenge. They share their own insights to add substance and depth to each and every course they lead.

In short, they do things the Edoxi's way.



- Our trainers deliver course content with care, precision and integrity.
- They equip you with a broader knowledge - of the different disciplines and functions within a digital marketing platform, of the wider industry, and of their own professional experiences.
- They're acknowledged experts in their specialist disciplines and shape course delivery to ensure participants get the most from the experience.

## About the Course

At Edoxi Training Institute, Dubai, our course modules are designed keeping in mind the real implementations in the digital world and to enhance the skills to the next level.

The courses are specifically targeted to Job-seekers, housewives, small business owners, corporates, students, skill developers, for start-ups and those who want to kick-start their business.

Our courses contain each and every aspect of digital marketing so that our students can get perfection in this field.

**TOTAL DURATION OF  
THE COURSE : 40 Hours**

**TOTAL MODULES  
COVERED : 10**

## Module 1

### Digital Marketing Foundations

#### Topics Covered

1. Principles of Digital Marketing
2. Understanding and developing Objectives
3. Digital Research
4. Teamwork
5. PROPEL Model

## Module 2

### Search Engine Optimization

#### Topics Covered

1. Introduction to SEO
2. Set SEO Objectives
3. Keyword Research
4. Optimization
5. Measure Performance



## Module 3

### Website Optimization

#### Topics Covered

1. Concepts
2. Website Architecture
3. Web Design & Content
4. Optimize
5. Measure

## Module 4

### Analytics

#### Topics Covered

1. Concepts
2. Set-up
3. Goals
4. Report
5. Analyze
6. Dashboards (Excel)



## Module 5

### Digital Strategy

#### Topics Covered

1. Concepts
2. Plan
3. Research
4. Objectives
5. Prepare
6. Execute
7. Learn

## Module 6

### Paid Search

#### Topics Covered

1. Concepts
2. Launch
3. Manage
4. Measure

## Module 7

Content  
Marketing

### Topics Covered

1. Content Marketing Concepts
2. Research
3. Plan
4. Create & Curate
5. Publish
6. Measure Content Performance

## Module 8

Display and  
Video Advertising

### Topics Covered

1. Concepts
2. YouTube
3. Ad Formats
4. Creation
5. Target
6. Measure



## Module 9

### Social Media Marketing

#### Topics Covered

1. Introduction to Social Media Marketing
2. Facebook
3. Twitter
4. LinkedIn
5. Instagram
6. SnapChat
7. Communities
8. Campaign Concepts

## Module 10

### Email Marketing

#### Topics Covered

1. Fundamentals
2. Email Strategy
3. Email Design
4. Campaign Delivery
5. Testing & Optimization
6. Marketing Automation

# Our Approach

## LEARN FROM EXPERTS

At Edoxi Training Institute, we don't have trainers. We have experienced Digital marketing professionals who share their knowledge and experience with you.

## ASSIGNMENT

Practice makes a man perfect, Regular assignments will be given by the trainers to evaluate the learning capabilities of the students.

## PRACTICAL TRAINING

At Edoxi, we emphasize practical training on live projects so that students can easily learn the Digital marketing concepts.

## CERTIFICATE

Get an industry recognized valuable certificate from Edoxi Training Institute & KHDA (Knowledge and Human Development Authority) after completion of the Digital marketing course.

## JOB ASSISTANCE

Once you complete and get certified in the digital marketing course, Edoxi Training Institute can offer you job assistance if needed and help you to make your career in digital marketing.

## Why Choose Edoxi?

The global industrial landscape is on a course of vertical growth. Edoxi Training Institute carefully identifies the gap between individual skills and emerging organisational requirements to craft extensive solutions to bridge that rift. Quality and Relevance are our two primary virtues; our 'Customer First' ideology helps us to model certifications by keeping your requirements under our prime focus.

- 👉 Our training will be lead by industrial experts in digital marketing.
- 👉 We carry out training in small batches so that it's easy for students to learn, understand and ask queries whenever they want.
- 👉 Our timings are flexible.
- 👉 Our training centres have the state-of-the-art facilities and enough resources to cater to every needs of the students.
- 👉 Continuous guidance offered to individuals on queries.
- 👉 Over 2.5 years of hands-on training experience help us guide you more simply and easily.

**10000+**  
**STUDENTS LEARNING**

**100+**  
**PROFESSIONAL COURSES**

**50+**  
**FACULTY / TRAINERS**

**50000+**  
**NO. OF HOURS**



## **Edoxi Training Institute**

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