

# Digital Marketing - Beginner & Intermediate Level

## About the Workshop

This course teaches the foundations of digital marketing to an audience with or without previous experience in the field. The course includes an overview of the main strategies currently available online and explains how we can use each to promote brands and businesses on the internet, in a cost-effective way.

By attending this program, students will acquire what they need to create and implement successful digital marketing campaigns and promote their websites in order to raise awareness, build brand trust, increase traffic and generate sales and conversions.

## Learning Objectives

Upon completion of workshop participants will be able to:

- Understand the basics of digital marketing
- Create and execute a cost effective digital strategy
- Create engaging content on social media
- Create and manage campaigns on Facebook, Instagram, Twitter and Search
- Read and generate reports on Google Analytics

## Target Audience

Job seekers, Entrepreneurs, Sales, marketing and media professionals, webmasters, web developers, key managers and any aspiring business people who wish to increase their digital marketing skills to add value to their organizations and better serve the end-customers.

# Topics Covered

## 1- Introduction & general overview

- a. Latest digital marketing trends
- b. Overview of digital channels currently available
- c. Latest social media stats
- d. Exercise: Differentiate digital media from traditional media

## 2- How to write an effective digital marketing strategy

- a. The pillars of a successful digital marketing strategy
- b. Planning and writing your digital strategy
- c. Introduction to content marketing
- d. The buyer's journey online
- e. Content marketing best practices
- f. Powerful digital tools (Demo)
- g. Exercise: Write your first digital marketing plan

## 3- The basics of search marketing

- a. Introduction to search marketing
- b. SEO vs. SEM
- c. Overview of Google AdWords
- d. Creating successful paid search ads
- e. The different keyword match types
- f. Managing and optimizing your search campaigns
- g. Group exercise: Create a paid search campaign for a business

## 4- Effective Advertising on Social Media

- a. Facebook & Instagram advertising
- b. Twitter advertising
- c. Exercise: Create an ad campaign on Facebook and Instagram

## 5- How to Use Google Analytics

- a. General definitions
- b. Introduction to Google Analytics
- c. The basic reports in Analytics
- d. Exercise: Calculate your ROI

# Methodology

The course involves a variety of case studies and exercises to develop the right skills needed to create and implement successful digital marketing strategies. Group presentations are also available for the same purpose.

Duration: 12 hours

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