



**Digital
Marketing
Course
Dubai**



ELEVATE YOUR DIGITAL MARKETING SKILLS

Unlock your potential with our expert-led digital marketing training. From SEO to social media, learn the essential tools and strategies to excel in today's digital landscape.



YOU WILL LEARN FROM EXPERTS FROM THESE COMPANIES



WHY CHOOSE US?

- ✓ Comprehensive and Up-to-Date Curriculum
- ✓ Practical, Hands-On Learning Experience
- ✓ Expert Instructors with Industry Experience
- ✓ Tailored Training for All Skill Levels

Contact Us:



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THE TRAINING PROGRAM IS DIVIDED INTO 7 MODULES

Module 1: Introduction to Digital Marketing

This module sets the foundation for the workshop by providing an overview of digital marketing. It covers key concepts, the importance of digital marketing in today's business landscape, and introduces the various channels and tools that will be explored in depth throughout the course.

Module 2: Comprehensive Guide to Google Ads for Beginners

Explore the essentials of Google Ads, including campaign setup, keyword targeting, ad creation, and performance optimization. This module provides a hands-on approach to mastering paid search and display advertising, ensuring you can effectively reach and engage your target audience.

Module 3: Comprehensive Guide to Social Media Advertising

This module explores the strategic use of paid advertising on social media platforms to drive business goals. It covers the essentials of setting up and managing campaigns on platforms like Facebook, Instagram, and LinkedIn, with a focus on targeting, budgeting, and performance analysis. You'll learn how to create effective ads, optimize for engagement and conversions, and measure success through analytics.

Module 4: Comprehensive Guide to Google Ads

In this module, you'll learn the essentials of optimizing your website for search engines. We will cover keyword research, on-page optimization, link building strategies, and how to monitor and improve your site's ranking through analytics. This module aims to equip you with the tools needed to increase your website's visibility and drive organic traffic effectively.

Module 5: Practical Session: Data-Driven Marketing & Analytics

In this module, you'll learn how to collect, analyze, and apply data to make informed marketing decisions. We'll cover various data collection methods and tools, techniques for analyzing marketing data to draw actionable insights, and the application of these insights to improve ROI. You'll also get hands-on experience with Google Analytics GA4, creating dashboards in Looker Studio, and using tools like Supermetrics to consolidate data from various platforms.

Module 6: Practical Session: Marketing Automation and AI

In this module, you'll learn how to leverage marketing automation to streamline your marketing efforts and improve campaign effectiveness. We will cover selecting the right automation tools, setting up automated marketing campaigns across channels like email and WhatsApp, and techniques for monitoring and optimizing these campaigns to maximize impact. You'll gain hands-on experience with tools such as HubSpot, Mailchimp, ActiveCampaign, and WhatsApp Business API.

Module 7: Practical Session: Basics of Web Development

In this module, you'll explore the essential steps involved in building and managing a Shopify store and a WordPress website. You will learn how to set up both platforms, choose appropriate themes, customize layouts, add products or content, and optimize for search engines. Throughout the session, you will gain hands-on experience with Shopify's e-commerce-focused tools and WordPress's versatile content management features.

Timings and Course Structure

OFFLINE

Saturday, Sunday 10 am -2:30pm

**AED
3000**

ONLINE

Monday, Tuesday, Wednesday,
Thursday, Friday 7pm - 8:30 pm

**AED
2000**