



The background of the top half of the page features a person with long blonde hair, seen from behind, looking at a computer monitor. Overlaid on this image are several white circular icons connected by lines, representing digital marketing concepts: a shopping cart, a group of people, a share symbol, an envelope, a laptop, and a smartphone. The bottom half of the page shows a group of people in a meeting room, with their hands on a wooden table. On the table are several circular placemats in various colors (blue, green, grey) with white 3D icons representing digital marketing concepts: a Wi-Fi symbol, a house, a cloud, a refresh/circular arrow symbol, a share symbol, and a rocket ship. There are also some office supplies like a 'BUDGET' folder and glasses on the table.

## PROGRAM SUMMARY

People, communities and businesses are well-connected nowadays and digital marketing and advertising have evolved in great leaps forward. The ascent of digital marketing has changed how organizations communicate with potential and new customers.

The internet has opened the gateway of tremendous digital marketing opportunities for business. By utilizing different channels of digital marketing, businesses can easily share their products and services online, in addition they can also gain new clients.

Digital Marketing can be understood as a well-targeted, conversion-oriented, quantifiable, and interactive marketing of products or services by utilizing digital innovation to achieve the desired customer base.

In this course on Digital Marketing Specialist, participants will gain a broader and more comprehensive understanding of Digital Marketing, how it functions, and how it can help optimize marketing campaigns as well as brand development and positioning.

# LEARNING OUTCOMES

This course will help participants enhance their knowledge and skills in Digital Marketing:

- Determine how digital marketing strategy can work for their overall marketing plan
- Apply techniques to influence and engage with their target market
- Weigh out the value of using a distribution service for e-mail marketing campaigns
- Get started with search engine optimization
- Use online advertising such as Google Adwords to boost their marketing results
- Adjust their digital marketing plan based on metrics and reporting

# OBJECTIVES

- Enhance learning in Practical Strategies from Email Marketing to Advance Digital Marketing for business growth.
- For students, professionals and practitioners, complement knowledge and skills and excel in the field of Digital Marketing.
- Utilize digital marketing as a primary tool to promote cost-effective means to increase sales and improve revenues.
- Use digital marketing to improve conversion rates; or convert leads on which businesses invest money and into buying customers.
- Learn strategies to win back customers who shifted loyalty or who are inactive in the customer lifecycle.

# MODULES

# DIGITAL MARKETING SPECIALIST

## MODULE 1:

### INTRODUCTION TO DIGITAL MARKETING

- Digital Marketing Introduction
- Digital Marketing Channels (SEO, SMM & e-mail Marketing)
- Strategy & Planning

## MODULE 2:

### SEARCH ENGINE OPTIMIZATION (SEO)

- What is Search Engine Optimization?
- Search Engine Optimization Keywords Understanding
- How keywords inform your content strategy
- How to find keywords for Search Engine Optimization
- The Key to Outranking Your Competitors
- What is Local SEO?
- Analytics: Measure Your SEO Progress

## MODULE 3:

### BUSINESS E-MAIL MARKETING & CONTENT WRITING

- What is e-mail Marketing?
- Why the need for e-mail Marketing?
- How to do E-mail Marketing?
- Pros & Cons of Email Marketing
- E-mail Strategy
- Offers and Announcements
- Practical Examples

## MODULE 4:

### SOCIAL MEDIA MARKETING

- What is Social Media Marketing (SMM)?
- Planning & Monitoring
- Grow your Social Media Influence



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