



Sales, Marketing and Customer Service

**Leading Digital Marketing Strategy**

## Course Introduction

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The days of random calls, knocking on doors, and using traditional advertising have long been over. As researchers state, a person spends an average of at least 5 hours per day online. This creates the need to evolve from traditional to digital marketing strategy. Online advertisements are 3x cheaper and more targeted than television, print, and radio ads. To date, the average cost-per-sale drops 80% after consistent digital marketing activities.

### Digital transformation

Therefore, if any business or company would want to grow faster and grow smarter, it is essential to have an effective digital marketing strategy. This five-day BOOST training course is designed to provide participants with relevant concepts about digital transformation and innovative marketing strategy through customer-centricity. This course will allow participants to gain familiarity with the digital tools and trends dominating the marketing field in the way people communicate, consume, work, buy and sell.

## Target Audience

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- Sales Executives
- Business Development Executives
- Sales / Marketing Managers
- Account Managers / Relationship Managers
- Sales Directors
- Teachers / Trainers
- Leaders
- Students
- Head of Department
- Art Directors
- HR professional
- Career shifters
- Business Owners / Entrepreneurs
- Social Media Specialist

- SEO Specialist
- Customer Service Officers

## Learning Objectives

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At the end of the training course, participants will be able to

- Evaluate the organizational and team capabilities needed to support digital-ready business.
- Gain a concrete view of the key strategic drivers of digital disruption in the respective company.
- Improve operations through digitization to foster brand-creation or brand-building in the digital marketing field.
- Create content for an effective digital marketing strategy. Develop a digital, content-driven strategy that enables stronger engagement with customers and creates outstanding customer experiences.
- Understand customer needs and the new rules of competition as well as today's customers and their evolving needs and expectations.

## Course Outline

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- **01 Day one**

- Introduction to Digital Marketing Strategy**

- Digital Marketing Foundations
    - Latest digital marketing trends & stats
    - The pillars of a successful digital marketing strategy
    - Content marketing best practices
    - Exercise: Differentiate digital media from traditional media

- Search Engine Optimization (SEO) Basics**

- SEO vs. SEM

- Key SEO tags and fields
- Onsite and content optimization basics
- Offsite optimization basics

## • 02 Day Two

### **Search Engine Marketing (SEM): Advertising on Google Paid Search**

- Introduction to Google Ads (Previously AdWords)
- Campaigns, AdGroups and Ads
- Ad editorial best practices
- Working with the keyword planner
- The different keyword match types
- Campaign and bid optimization
- Reading and analyzing Google Ads reports
- Group exercise: Create a full search campaign

## • 03 Day Three

### **Social Media Marketing & Advertising**

- Social media engagement best practices
- How to design effective posts
- Key social media marketing metrics
- Exercise: Critique of real case social media posts
- Deep dive into the Facebook ads manager
- How to effectively target your audience
- Live demo: Facebook and Instagram advertising

## • 04 Day Four

### **Display Advertising and Video Marketing**

- How Display advertising works
- Overview of the Google Display Network (GDN)
- How to advertise your videos on YouTube
- Live demo: Creating a Display ad campaign on the GDN

### **The Power of Remarketing**

- How remarketing works
- Creating remarketing lists in Google Ads
- Introduction to retargeting on Adroll
- Live demo: Creating a remarketing campaign

## • 05 Day Five

Email Marketing & Newsletters

- The value of email marketing
- Email marketing best practices
- Live demo: Creating a newsletter on Mailchimp

Web Analytics & Conversions

- Tracking and improving your online conversions
- Overview of Google Analytics
- Creating and tracking goals
- Exercise: Calculate your campaign ROI

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 13, 2025	April 17, 2025	5 days	4250.00 \$	Bahrain - Manama
Aug. 4, 2025	Aug. 8, 2025	5 days	4950.00 \$	England - London
Nov. 3, 2025	Nov. 7, 2025	5 days	4250.00 \$	UAE - Dubai