



Digital Transformation and Innovation

Digital Marketing

Course Introduction

76% of people feel that marketing has changed more in the past two years than it has in the previous fifty years. Traditional marketing methods alone aren't enough to efficiently drive lead generation and sales. Digital marketing expenditures are forecasted to reach over \$190 billion worldwide by 2017, as organizations continue to recognize the ability of digital tools and channels to build brand awareness, generate high-quality leads, and maximize revenue. As the digital economy experiences major growth, the demand for skilled digital professionals is significant and growing. This 5-day BOOST training course is designed to provide participants with strategies in order to maximize the impact of marketing through powerful digital tools. This course focuses on the importance of mobile marketing as well as the current applications any company can use to effectively reach massive audience.

Target Audience

This BOOST training course is designed for individuals involved in the marketing and promotion of the company's branding such as business owners, digital marketing professionals, mobile marketers, marketing managers, business development professionals, and aspiring marketing professionals seeking to stay updated on cutting-edge digital marketing trends.

Learning Objectives

1. Gain an understanding of the concepts of digital marketing, mobile marketing, and the changes it has brought to the marketing business.
2. Target the right audience and provide relevant information to them.
3. Integrate mobile marketing strategy with the existing social media strategy.

4. Drive excellent user experience by creating a compelling mobile responsive design for your website.
5. Identify and utilize mobile applications to promote the company and services.

Course Outline

• Day 01

- Digital Marketing.
- Key Concepts of Digital Marketing
- Traditional v. Digital Marketing
- The Opportunity of Digital Marketing
- Characteristics of Digital Marketing
- Implications of Digital Marketing: Transforming Business
- Market Research v. Market Reality Search Marketing: SEO
- Key SEO Concepts
- Search Results & Positioning
- Benefits of Search Position
- Stakeholders in Search
- Mechanics of Search
- On-Page Optimization
- The SEO Process
- Customer Insights
- Analysis & Review
- Keyword Research & Selection
- Content Updates & Layout
- Meta Tags
- SEO Site Map
- SEO Google Search Console
- Off-Page Optimization
- Inbound Links & Link Building
- Ranking
- Laws & Guidelines

• Day 02

- Digital Display Advertising
- Key Digital Display Concepts
- Benefits of Digital Display

- Challenges of Digital Display
- Business Value
- Running Effective Ads about the Company
- Ad Formats
- Ad Features
- Ad Display Frequency
- Campaign Planning
- Campaign Steps
- Campaign Objectives
- Campaign Budget
- Creative Formats
- Targeting
- Tracking your Campaign
- Optimizing the Campaign
- Laws & Guidelines

• Day 03

- Digital Marketing Strategies
- Email Marketing
- Key Email Marketing Concepts
- Campaign Process
- Online and Offline Data Capture
- Segmentation
- Email Design
- User Behavior
- User Characteristics
- Email Copy, Structure, Delivery, Systems
- Filtering, Scheduling, Measurement
- Key Terms & Metrics
- Social Media Marketing
- Key Concepts of Social Media
- Content Planning and Scheduling
- Social Media for Business
- Social Media Goals
- Setting Goals and Priorities
- Facebook Features, Business Page, Messenger for Business, Apps, Advertising Types, Advertisement Management
- Instagram Features, Third Party Apps, Best Practices, Advertising Types, Advertisement Management
- Twitter Features, Chat, Profile set-up, Lists, Advertising Types, Advertisement Management

- LinkedIn Setup & Profile, Groups, InMail, Company Page, Recruitment
- Google+ Brand Page, Google+ and SEO, Google Hangouts
- Pinterest Profile, Advertising, Business Accounts
- YouTube Account Basics, Channels, Content types, Advertising, and Analytics
- Social Media KPIs

• Day 04

- Mobile Marketing
- Key Mobile Marketing Concepts
- Trends in Mobile
- Opportunities & Risks
- Mobile Devices
- SMS Content and Strategy
- Mobile Advertising
- Mobile Optimized Websites
- Mobile Apps
- Attributes of Effective Apps
- Digital Marketing Institute 7-Step Process for Mobile Apps
- Proximity Marketing
- Bluetooth
- Mobile Coupons & Ticketing
- Implementation
- Strategic Steps
- Marketing Goals
- Review & Testing Social Media Channels

• Day 05

- Digital Marketing: How to Discover and Reach Online Target Audience
- Key consumer mobile behaviors along the route to purchase
- Knowing what the business/company is offering
- Building and updating your audience persona
- Monitoring audience analytics
- Reach out to niche websites and relevant influencers
- Selecting the right platforms to connect your content and target audiences
- Use of social listening tools
- The pros and cons of mobile-optimized sites and native apps

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Dec. 14, 2025	Dec. 18, 2025	5 days	4250.00 \$	Qatar - El Doha