

Certificate in Digital Marketing

Plan, Implement And Manage A Comprehensive Digital Marketing Strategy



On This Course, You Will:

- 1. **Incorporate** digital marketing as a vital component of your marketing strategy and your business goals
- 2. **Drive** new visitor traffic to your website while improving online conversion rates
- 3. **Create** and manage online advertising and marketing campaigns
- 4. **Effectively** develop targeted PPC and mobile marketing campaigns
- 5. **Measure** and analyse visitor traffic to your website to optimise customer retention



Led by:
Christian Farioli

6 – 10 May 2018*


Conrad Hotel, Dubai, UAE

9 – 13 December 2018*

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Delegates are required to bring their laptops for classroom exercises

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Informa's training programmes and solutions are delivered by renowned industry experts and thought leaders with extensive practical experience. Our courses are stimulating, comprehensive and well structured, allowing delegates to enhance their professional development and capability.

We are a leading training provider in the Middle East, with a portfolio of subject matter across the following sectors:

- Audit, Risk & Governance
- Business Operations
- Engineering, Operations & Maintenance
- Finance
- Healthcare
- Human Resources
- IT
- Leadership & Management
- Marketing, Sales & Communications
- Oil & Gas
- Procurement & Supply
- Professional Development
- Project Management
- Real Estate
- Strategy Management
- Telecoms

Course Requirements And Certificates

Delegates must meet two criteria to be eligible for an Informa Certificate of Completion for a course:

1. Satisfactory attendance – delegates must attend all sessions of the course. Delegates who miss more than 2 hours of the course sessions will not be eligible to sit the course exam
2. Successful completion of the course assessment

Delegates who do not meet these criteria will receive an Informa Certificate of Attendance. If delegates have not attended all sessions, the Certificate will clearly state the number of hours attended.

Who Should Attend

This course is suitable for a variety of professions and for all levels of marketing and business experience. This course is designed for those with the responsibility of developing or implementing an organisation's online marketing strategy, such as:

- Senior management
- Marketing and Business Development Managers
- Marketing Executives
- Small Business Owners
- IT Managers
- Anyone who would like to pursue a career in digital marketing

Would you like to run this course in-house?

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Meet Your Expert Course Leader



Christian Farioli is a digital marketing pioneer who has formerly worked with Oracle in Italy, Spain and Ireland and as Sales and Marketing Director with Al Habtoor, Dubai.

He now owns several businesses and specialises in digital marketing consulting, business development and training. Christian's areas of expertise include: digital marketing strategy, SEM/PPC, display advertising, mobile marketing and web analytics.

Christian is an Italian national who has worked on numerous online projects with major banks, event companies and digital marketing agencies. His passion for digital marketing goes back to 2003 when he pioneered the introduction of PPC in Oracle.

Christian is a serial entrepreneur and wears numerous hats including: Digital Marketing Director/Trainer, Entrepreneur and Book Author.

His experience comes from six years in web consulting, 10 years in sales and marketing, six years in management, and two years in training.

He has been working for and awarded by Microsoft, Oracle, Al Habtoor, major banks, event companies and digital marketing agencies.

He has launched events, concerts, companies, services and products, and has so far trained more than 1,000 marketing managers in the GCC.

"The trainer possesses advanced knowledge in the field and supported theories with real-life examples. I will definitely succeed in applying my learning to improve professionally as this course covers more than 90% of my job responsibilities."

Riyadh Al-Nafea, Marketing Officer, **Riyad Capital**, KSA

"Digital marketing is a relatively new field and the trainer knows how to break it down and organise the content in a well-structured manner. The content is a good balance of theory and plenty of real life examples."

Haider Al Lawati, Sr. Manager Marketing & Communications, **Bank Sohar**, Oman

"I have learnt many new skills while understanding the core of Digital Marketing and Christian's vast experience in the subject added value to the content. He used our current positions as examples which helped us understand how we can apply the knowledge learnt into our current roles."

Yousef A. Abu-Higleh, **Dubai International Film Festival**, UAE

Course Timings

Registration will be at 08:00 on Day One. Course sessions will start promptly at 08:30 and end at 14:30. There will be two short breaks for refreshments and lunch will be served at the end of each day's session.

Course Summary

This practical and hands-on digital marketing course covers key aspects of digital marketing, showing you how to integrate and reach customers and grow revenues. This course is suitable for a variety of professions and for all levels of marketing and business experience; and will help you to understand how to maximise online strategies and the performance of your online marketing investments. It will also provide you with insights on how digital marketing is approached from both, a client and an agency perspective.

This Course Provides Valuable Insights Into:

- Digital Marketing Strategy and Planning
- Digital Display Advertising and Remarketing
- Search Engine Optimisation (SEO) Basic and Advanced Concepts
- Pay Per Click Advertising
- Mobile Marketing SoMoLo, Web and Apps
- Website Analytics

The **Digital Marketing** course is delivered through interactive and participative classroom learning, using a combination of lectures, workshops, discussion and practical case studies. Our Course Expert is a professional in the digital marketing sector with practical experience, creating and delivering online marketing campaigns on a daily basis. You will benefit from real-life examples and case studies based on global and regional online marketing practices.

By the end of this course, you will understand the various channels and activities required to prepare, implement and manage a comprehensive digital marketing plan for your business.

This course includes various practical exercises based on examples of actual clients in the GCC. Delegates are required to bring their laptops for classroom exercises.



Course Outline

Day One

Digital Marketing Introduction

- Traditional vs. Digital
- Principles
- Method
- Tools

Digital Display Advertising

- Terminology
- Challenges
- Formats
- Digital display campaign process

Day Two

Remarketing

- Hands-on
- Remarketing

Keyword Research

- Keyword research concepts
- Keyword research tools
- Keyword research for business

Pay Per Click Advertising

- Concepts
- Tools
- Setup
- Best Ads creation
- Campaign management
- Campaign results

Pay Per Click Workshop

Day Three

Keyword Research Tool Workshop

Search Engine Optimisation: Basic And Advanced Concepts

- SEO tools
- On-page optimisation
- Off-page optimisation
- SEO tricks
- Results and analysis

Day Four

Website Analytics

- Setup and goals
- Monitor audience
- Traffic sources
- Content
- Advertising
- Conversions
- Reporting

Analytics Workshop

Mobile Marketing

- Convergence
- Mobile trends
- Mobile optimised websites
- SMS marketing
- Mobile advertising

Day Five

SoMoLo, Web Vs. Apps

- Advanced mobile strategies
- APPS vs. mobile sites
- Proximity marketing
- M-Commerce

Digital Marketing Strategy And Planning

- Approach and budgeting
- Audience
- Activities
- Tools and objectives
- Action plans
- Evaluation strategies
- Examples

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FOUR WAYS TO REGISTER

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- +971 4 335 2438
- register-mea@informa.com
- Informa Middle East Ltd.
PO Box 9428, Dubai, UAE

customised training solutions
The in-house training division of Informa Middle East

SAVE UP TO 40%

If you have 6 or more people interested in attending, and would like to customise this training course to suit your team and business, contact our **Training Consultants** on +971 4 407 2624 or email cts@informa.com.

Course	Course Fee Before 25 February 2018	Course Fee Before 1 April 2018	Final Fee
Certificate in Digital Marketing 6 – 10 May 2018* (BC7106)	US\$ 4,495	US\$ 4,995	US\$ 5,495
Course	Course Fee Before 30 September 2018	Course Fee Before 4 November 2018	Final Fee
Certificate in Digital Marketing 9 – 13 December 2018* (BC7280)	US\$ 4,495	US\$ 4,995	US\$ 5,495

DISCOUNTS AVAILABLE FOR 2 OR MORE PEOPLE

CALL: +971 4 335 2483
E-MAIL: a.watts@informa.com

Course fees include documentation, luncheon and refreshments. Delegates who attend all sessions and pass the course examination will receive an Informa Certificate of Completion.

All registrations are subject to our terms and conditions which are available at www.informa-mea.com/terms. Please read them as they include important information. By submitting your registration you agree to be bound by the terms and conditions in full.

***Book and pay full fee for two colleagues and the third attends for FREE.**

Not applicable in conjunction with corporate discounts.

Payment to be settled before start of the course to avail the offer.

The 3 for 2 offer is valid on full price final fee registration only.

Pricing excludes 5% VAT, which will be charged where applicable

DELEGATE DETAILS

First Name: _____ Surname: _____

Job Title: _____

Company: _____

Address: _____

Postal Code: _____ Country: _____ City: _____

Tel: _____ Mobile: _____ Fax: _____

Email: _____

PAYMENTS

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event.

AVOID VISA DELAYS – BOOK NOW

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

CANCELLATION

- If you are unable to attend, a replacement delegate will be welcomed in your place. If you cancel your registration 57 days or more before the event, you will receive a refund minus a 10% cancellation fee (plus VAT where applicable). Cancellation after 56 days before the event or if you fail to attend the event will be 100% payable. All cancellations must be sent by email to register-mea@informa.com marked for the attention of Customer Services Cancellation.
- All registrations are subject to acceptance by Informa Middle East which will be confirmed to you in writing.
- Due to unforeseen circumstances, Informa reserves the right to cancel the course, change the programme, alter the venue, speaker or topics.
- For full details, please visit www.informa-mea.com/terms-and-conditions-for-delegates

BC7106/BC7280

EVENT VENUE

Conrad Hotel, Dubai, UAE
Tel: +971 4 444 7444

ACCOMMODATION DETAILS

We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact the Hospitality Desk for assistance on:
Tel: +971 4 407 2693 Fax: +971 4 407 2517
Email: hospitality@informa.com

