



Certificate in Digital Marketing



Attend-In-Person or Live Digital

In partnership with



EARN UPTO 30 CPD POINTS

Course Information

Course Overview

This practical digital marketing course covers key aspects of digital marketing, showing you how to integrate and reach customers and grow revenues. It 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, you will understand the various channels and activities required to prepare, implement and manage a comprehensive digital marketing plan for your business.

Education Partner



Established in 1996, The CPD Certification Service is the independent CPD accreditation centre working across all sectors, disciplines and further learning applications and supports policies of institutional and professional organisations globally.

CPD is the term used to describe the learning activities professionals engage in to develop and enhance their abilities and keep skills and knowledge up to date. This course is an accredited Continuing Professional Development (CPD) training which means it meets CPD standards and benchmarks. The learning value has been scrutinised to ensure integrity and quality.



Course Information

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

Course Requirements and Certificates

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

ASSESSMENT:

1. Successful completion of the course assessment

ATTENDANCE:

2. Delegates must attend all sessions of the course
Delegates who miss more than 1.1 hour of the course sessions will not be eligible to receive a Certificate of Completion

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. Certificate will be awarded in soft-copy.

Course Timings

The course will commence at 09:30 and end at 16:30 GST (GMT+4). There will be short refreshment breaks and a one hour lunch break at 12:45.



Meet Your Course Director



Christian Farioli

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, and 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.

Here's what past attendees had to say about your expert course leader...

"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."

" Marketing Officer, Riyadh Capital, KSA

"Christian was very engaging and made every aspect of the course interesting and fun, while delivering a lot of valuable information. The training was an efficient and clear guide to what you need to be a digital marketer as well as key points about digital marketing and how to create a successful outcome for your goals."

Professional Communication Associate, Johns Hopkins Aramco Healthcare, Saudi Arabia

"The trainer was excellent, using many engaging practical examples alongside the material. The course was extremely exhaustive and complete, filled with relevant examples and a clear structure."

Marketing Manager, FranklinCovey Middle East, UAE

Course Outline

Module One

Digital Marketing Introduction

- Traditional vs. Digital
- Principles
- Method
- Tools

Digital Display Advertising

- Terminology
- Challenges
- Formats
- Digital display campaign process

Module Two

Keyword Research

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

Keyword Research Tool Workshop Digital Marketing Strategy And Planning

Search Engine Optimisation: Basic And Advanced Concepts

- SEO tools
- On-page optimisation
- Off-page optimisation
- SEO tricks

Pay Per Click Advertising

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

Module Three

Mobile Marketing

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

Website Analytics

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

Course Outline

Analytics Workshop

Digital Marketing Strategy And Planning

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



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APPLY
NOW

Attend In-Person	Attend Live Digital
US\$ 5,945	US\$ 4,175

Pricing excludes 5% VAT, charged where applicable.

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Our comprehensive range of courses and programmes are tailored to meet the needs of all professionals, from aspiring specialists to seasoned experts. We partner with elite academic organisations and industry leaders with unmatched expertise in their respective fields to deliver an exceptional learning experience.

ABOUT PRICING AND DOCUMENTATION

Pricing excludes 5% VAT, charged where applicable.

Course fees include documentation, luncheon and refreshments for in-person learners. Delegates who attend all sessions and successfully complete the assessment, will receive a Informa Certificate and any applicable partner certificates. A hard copy will be provided to in-person learners and a soft-copy will be provided to virtual learners.

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.

REGISTRATION, PAYMENTS AND CANCELLATION

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. All registrations are subject to acceptance by Informa Connect which will be confirmed to you in writing.

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

For full cancellation details, please visit <https://informaconnect.com/terms-of-use/>

All cancellations must be sent by email to register-mea@informa.com marked for the attention of Customer Services Cancellation. Due to unforeseen circumstances, Informa Connect reserves the right to cancel the course, change the programme, alter the venue, speaker or topics. For full details, please visit www.informaconnect.com

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