

## Why Learn Digital Marketing?

Empower yourself as a business owner and marketer!

Increase sales by taking full control of your digital marketing and sales.

Join a community of like-minded entrepreneurs.

## Audience Profile :

- anyone interested in Selling online and building a brand online.

## Prerequisites:

- There are no prerequisites for this course.



## Course Overview:

- To succeed, as a small business owner you need to lead the marketing and sales strategies of your business and be equipped with marketing and sales knowledge.
- Small business owners actually need to have the skills to execute their own social media and create or redesign their own websites.
- Course Methodology
- CLS Learning Solution relies on a variety of training and facilitation methodologies and techniques.
- Used whenever applicable, these methods aim to enhance individual and group interaction while maximizing learning.
- Some of these methods are:
  - Individual and team exercises.
  - Behavior modeling and role-plays.
  - One-to-one and group discussions.
  - Case studies, simulations and projects.
- Individual action plans (to follow up and evaluate training results).
- Each participant will be supported for:
  - 1- Building their marketing channels
  - 3- Promote the product
  - 4- Get clients and handle operations
  - 5- Measure and enhance their results

## Digital Marketing Outline:

- Module 1: Understanding marketing principles
- Outcomes: To begin the course, participants will explore marketing principles that applied to digital marketing, and apply the essential fundamentals of marketing like marketing mix, STP, SWOT analysis, Sales funnels.
- Module 2: Media buying using Facebook, Instagram
- Outcomes: Learning how to build a successful paid campaign using Facebook ads manager using the main objectives and features
- Project 1: Runs a complete campaign for a selected product
- Module 2: Communicating with customers
- Outcomes: Closing deals online is the final step of the selling cycle specially for the small and medium businesses. so learn the best practice techniques in chatting with customer and get the best benefits of online marketing activities
- Module 3: Retargeting and sales funnel basics
- Outcomes: Tracking the audience. Filtering the audience depending on their actions. then running retargeting campaigns designed specially for the selected audience
- Module 4: Measuring and enhancing
- Outcomes: In this session, participants will learn the main matrices that measure essential aspects of paid campaigns. And also detecting the defects, enhancing results, and stopping failing parts.
- Module 5: Business account
- Outcomes: How to secure your assets, and manage all of your resources, audiences, and team members. How to assign the correct role for each member.
- Project 2: Building business accounts and securing their online assets
- Module 6: Overview of digital marketing world
- Outcomes: In this session, participants will look at using the major digital marketing channels including social media, search platforms, Email marketing, search platforms, and Ecommerce websites.
- Module 7: Samples of running ads on other platforms
- Outcomes: Using more than a single marketing channel becomes essential for any successful business, so participants will try samples of other digital marketing channels like Google ads, Twitter, LinkedIn, and Snapchat.
- Module 8: Copywriting
- Outcomes: Content is the king. This quote is proved to be true, so the participant learns in this module how to write a compelling copy that encourages the target audience to make the desired action.
- Project 3: Writing three posts for different social media channels
- Module 9: Budget and financial concepts
- Outcomes: Reputable companies are always working on a plan. The perfect plan needs some financial numbers, so participants learn in this module how to set the needed marketing budget, and calculate the expected revenue.
- Module 10: Secure online business
- Module 11: Selecting winning products
- Module 12: Photography and video making background
- Module 13: E-commerce for Amazon, Souq
- Module 14: Affiliate
- Module 15: Operations
- Module 16: Contracting

## Training Solutions:

- ✓ Offline Classroom Instructor-Led Training in our labs or onsite Locations.
- ✓ Virtual Instructor-Led Training Via Virtual Video Conferencing Tools.

## Why Learners Prefer CLS as their Training Services provider ?

- Premium Training Services Accredited from Global Technology Vendors.
- Best Rated Experts & Certified Trainers in Egypt.
- Official Training Hours, Practice Labs, Hands-on Learning.
- CLS Training Classrooms are designed with High Edge PCs and Training Facilities.
- Return on Training Investment is Guaranteed to boost performance.

