



INSTITUTE OF
MANAGEMENT
PROFESSIONALS

Digital Marketing

Practical Training & Diploma

About IMP:

- Institute of Management Professionals (IMP) is an independent professional institute partnering with consultation companies in various fields dedicated to bringing all related marketing, sales and business development training. Our mission is to help individuals with a competitive edge to face different job and life challenges.

Introduction:



Our training courses are designed and delivered by subject experts who are competent in providing solutions which are applicable to today's business challenges.

This course will help you to develop your business, increase your revenues, develop your skills by learning the latest tools and techniques in the digital marketing to help you achieving the maximum use of these tools to increase your sales, minimize your costs, and learn new ways to reach your potential customers.

Advantages:

- **Practical Training**

Training is provided by eMarketing Egypt consulting team and based on practical experience gained through managing and implementing e-marketing campaigns for more than 100 clients across different sectors & countries (GCC, Egypt and Europe)

- **Intelligence Based**

Training is an intelligence-based training backed with eMarketing Egypt own publications and researches conducted in a very scientific way and launched in cooperation with official partners.

- **Consulting Support**

Training doesn't end with the delivery of the training itself, rather it continuous through an active coaching and consulting provided by eMarketing Egypt consulting team.

Diploma Objectives:

- To learn how to apply traditional marketing theories online.
- To learn how digital marketing fits in the overall business and marketing plans.
- To learn how to create an integrated digital marketing plan in a specific period of time.
- To learn how to get the best use of social media platforms: Facebook, Instagram, Twitter, LinkedIn... etc..
- To learn how to optimize your Google AdWords account.
- Ultimately; to learn how to achieve your digital marketing objectives with a lower budget and a higher ROI.

Diploma Contents:

- Introduction to Marketing and Digital Marketing
 - What is marketing?
 - Why is it important to understand marketing?
 - What is digital marketing?
 - Why digital marketing?
 - How to judge the effectiveness of digital marketing campaigns?
 - What are the right KPIs to evaluate a digital marketing campaign?
 - Why could digital marketing campaign fail?
 - Digital marketing channels overview.
- Comprehensive view of digital marketing channels
 - SMM (Social Media Marketing).
 - SEM (Search Engine Marketing).
 - Online banner ads.
 - E-mail marketing.
 - Other forms and channels of digital marketing.

Diploma Contents:

- Facebook Marketing
 - How to create and manage your account on Facebook?
 - How to develop content strategy for your Facebook account?
 - How to manage Facebook ads to attract more customers to your business?
 - How to define your target audience on Facebook to market and sell your product/ service?
 - How to evaluate your Facebook campaign and optimize it to get better ROI?
- Instagram Marketing
 - How to create and manage your account on Instagram?
 - How to increase your followers on Instagram?
 - How to develop content strategy for your Instagram account?
 - How to promote your products/ services on Instagram?
 - How to manage and evaluate Instagram Ads?
 - How to define your target audience on Instagram?

Diploma Contents:

- Twitter Marketing
 - How to create and manage your account on Twitter?
 - How to increase your followers on Twitter?
 - How to develop content strategy for your Twitter account?
 - How to promote your products/ services on Twitter?
 - How to manage and evaluate Twitter ads?
 - How to define your target audience on Twitter?
- YouTube Marketing
 - How to create and manage your YouTube Channel?
 - What is the importance of video marketing?
 - How to increase visits and views?
 - How to define your target audience on YouTube?

Diploma Contents:

- LinkedIn Marketing
 - How to create and manage your account on LinkedIn?
 - How to increase your connections on LinkedIn?
 - How to promote your products/ services on LinkedIn?
 - How to reach your potential customer on LinkedIn?
 - How to manage LinkedIn Ads?
- Google Ads (AdWords)
 - What is Google AdWords?
 - Why Google AdWords?
 - How to create & manage Google AdWords account.
 - Google Ads types.
 - How to use Google AdWords to promote your products.
 - Google AdWords types
 - Search Ads.
 - Display Ads.
 - Video Ads.

Final Project:

All participants should work individually (or in teams) in a project to develop a digital marketing plan and eMarketing Egypt consultants will evaluate the results.

Terms and Conditions:

CERTIFICATE OF COMPLETION

To have successfully completed has an attendance rate of not less than 80% (or such higher attendance requirement as prescribed for the course) and has passed the course practical assessment and Project at least 70% of the total number of assignments as required by each training course.

■ Refund & Cancellation (all requests should be submitted via email):

- Request made five (5) days or more prior to the course start, 100%
- refund - deducted 200 EGP Administration Fees.
- Request after the 1st session of the course; 50% refund.
- Request after the 2nd session of the course, 25% refund.
- Request after the 3rd session of the course, no refund shall be done.

Extra Information:

■ Duration: 60 Hours.

■ Location: 37 Amman St. (Fourth Floor),

Mohy Eldin Abo Elezz, El Dokki, Giza, Egypt.

■ For Inquiries:

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