

Digital Marketing

Course Overview

Marketing is a dynamic and an exciting field, a key tool in confronting the challenges enterprises are facing. This is a comprehensive digital marketing courses that covers strategy, Social Media Marketing, SEO, YouTube, Email, Facebook Marketing & More!

Course Outline

- Marketing and Market Research
- Copywriting
- SEO (Search Engine Optimisation)
- YouTube Marketing
- Social Media Marketing (Instagram, Facebook, Twitter, etc).
- Facebook Ads
- LinkedIn Marketing
- Google Adwords

Learning Objectives

After completing this course, participants will be able to:

- Identify the four steps in the marketing research process
- Write effective sales pages that really sell
- Get free traffic to your website with SEO
- Drive traffic & sales with simple “how to” videos
- Utilize social media platforms to drive traffic, engagement and leads.
- Avoid common mistakes and set up profitable campaigns.

Who Should Attend

This course is suitable for all those who aim to start their career in social media and digital marketing with better understanding of the up-to-date tools and techniques.

Course Duration: Two days from 9:00AM to 4:00PM

Registration Deadline: One week before the course date

Course Venue

Top Business premises: 17, Abdel Wahab Selim Elbeshry St. Sheraton Heliopolis, Cairo, Egypt.

Registration & Payment:

- Logon to www.topbusiness-hr.com/Course_Register to fill a registration form. Alternatively you can request a registration form by mail from: training@topbusiness-hr.com.
- Course fees include material (Soft Copy), light lunch, coffee break and certificate.
- Payment by cheque in Top Business’s name, cash to our address or by bank transfer.
- Payment is due within 3 working days from course confirmation. Your registration is confirmed only after course payment
- Payment is nonrefundable, however participant can be substituted or can attend next confirmed round of the same course or another course.

For More Information

17, Abdel Wahab Selim Elbeshry St.,
Sheraton Heliopolis, Cairo - Egypt

T. +2 02 226 871 44 / +2 02 226 871 45

Ext. 440/1

F. +2 02 226 871 58

M. +2 010 229 20 433

training@topbusiness-hr.com

www.topbusiness-hr.com