


Digital Marketing

Conquer Online Success

Course Outline 2024



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■ Who We Are



DG Training and Development Institute is a leading training center in Dubai, U.A.E. Our institute is accredited by the KHDA (Knowledge and Human Development Authority).

We offer a wide range of high-quality and affordable training courses in various domains such as Graphic Design, Microsoft Office, Video Editing, Programming Language, Digital Marketing, Financial Accounting, and more.

Why Choose ■ DG Training?

1. Affordable Courses
2. Flexible Learning Modes
3. Beginner-Friendly Courses
4. Job Assistance
5. Experienced Instructors
6. KHDA Certificate
7. Practical Training
8. Small Batches
9. Customization
10. Career Counselling



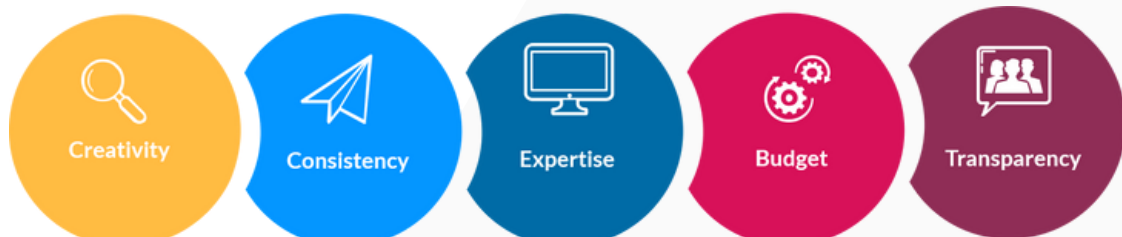
■ Understand the Modules

- Introduction to Digital Marketing
- Social Media Marketing
- Facebook Ads
- Instagram Ads
- Facebook Instagram Remarketing
- LinkedIn Ads
- Tik-Tok Ads
- Google Search Ads
- Google Display Ads
- Youtube Ads
- SEO – Search Engine Optimization
- Email Marketing
- Google Analytics
- Google My Business



Introduction to Digital Marketing

- Understanding the concept and importance of digital marketing in today's business landscape.
- Overview of various digital marketing channels and their significance.
- Introduction to key digital marketing strategies and techniques.

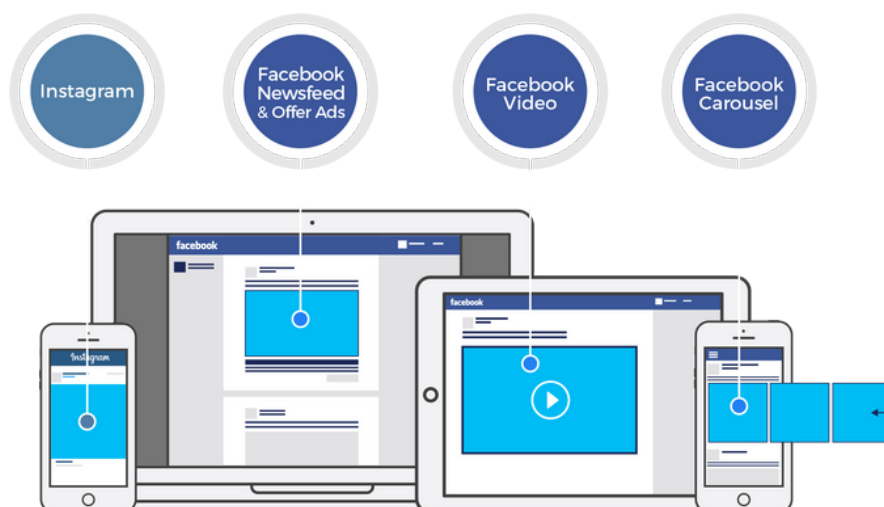
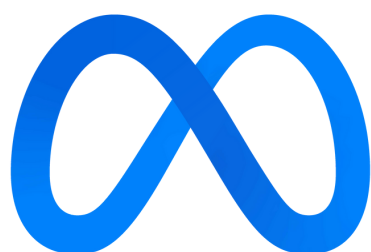


Social Media Marketing

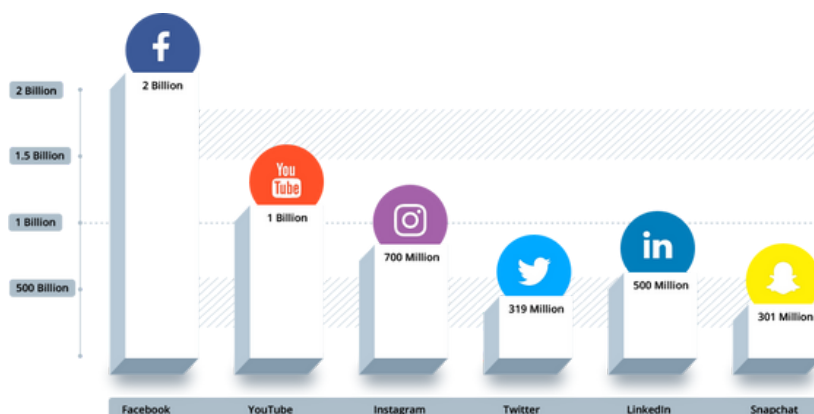
- Exploring popular social media platforms and their role in marketing.
- Strategies for creating engaging content on social media.
- Techniques for building and engaging with an audience on social media platforms.
- Understanding social media analytics and measurement.



Facebook Ads



- Introduction to Facebook Ads Manager.
- Creating and optimizing ad campaigns on Facebook.
- Targeting options based on demographics, interests, and behaviors.
- A/B testing and performance measurement.



Instagram Ads

- Leveraging Instagram for advertising purposes.
- Creating visually appealing ads for Instagram.
- Targeting options for Instagram ads.
- Analyzing campaign performance and optimizing for better results.



Facebook Instagram Remarketing

- Understanding the concept of remarketing on Facebook and Instagram.
- Strategies for targeting and reaching out to past website visitors and app users.
- Creating compelling remarketing ad campaigns.
- Measuring the effectiveness of remarketing efforts.



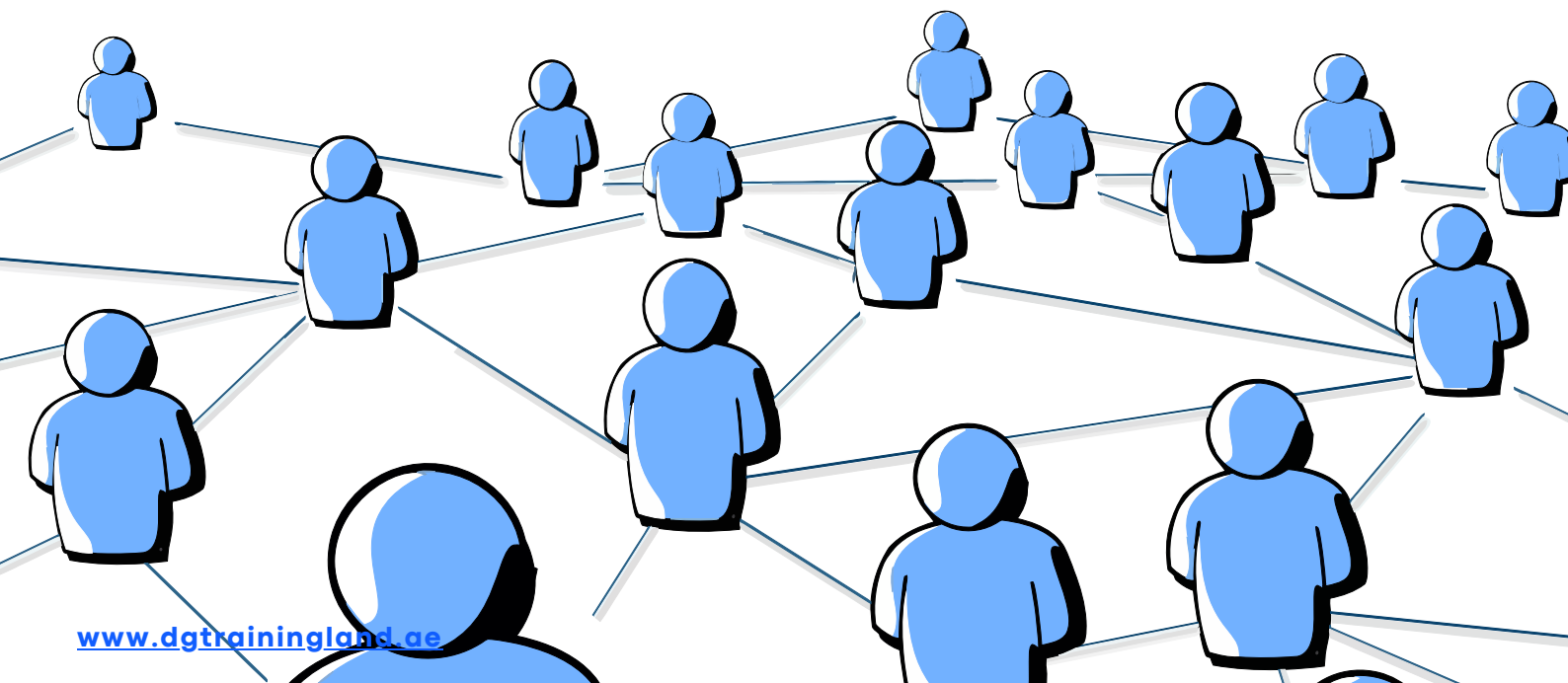
■ LinkedIn Ads

- Leveraging Instagram for advertising purposes.
- Creating visually appealing ads for Instagram.
- Targeting options for Instagram ads.
- Analyzing campaign performance and optimizing for better results.



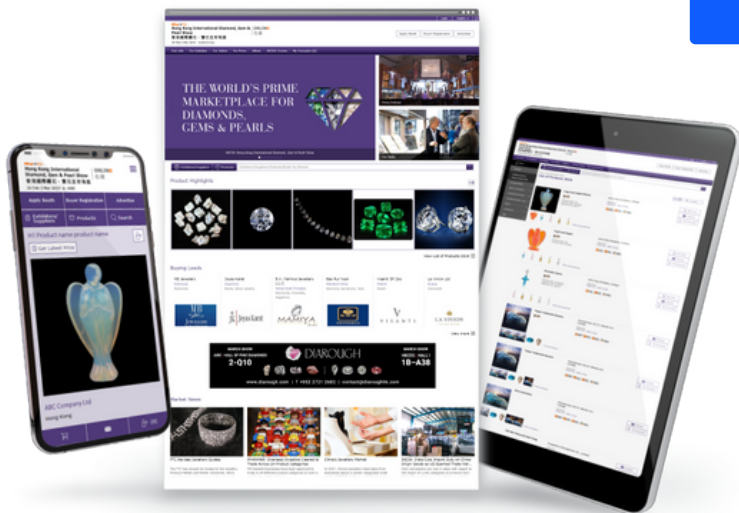
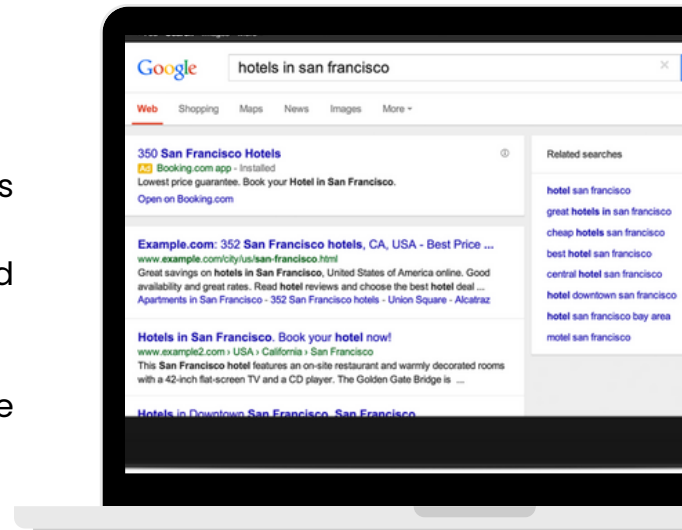
■ Tik-Tok Ads

- Introduction to advertising opportunities on TikTok.
- Creating engaging ad content tailored for the platform.
- Targeting options for TikTok ads.
- Evaluating the impact and effectiveness of TikTok ad campaigns.



Google Search Ads:

- Introduction to Google Ads platform and its components.
- Creating and optimizing search ad campaigns.
- Keyword targeting and bidding strategies.
- Monitoring and analyzing performance metrics.

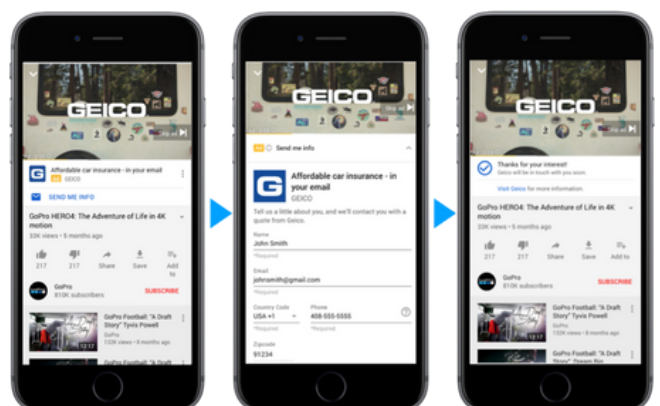


Google Display Ads

- Overview of Google Display Network and its targeting options.
- Creating visually appealing display ads.
- Targeting strategies based on audience interests and behavior.
- Performance tracking and optimization techniques.

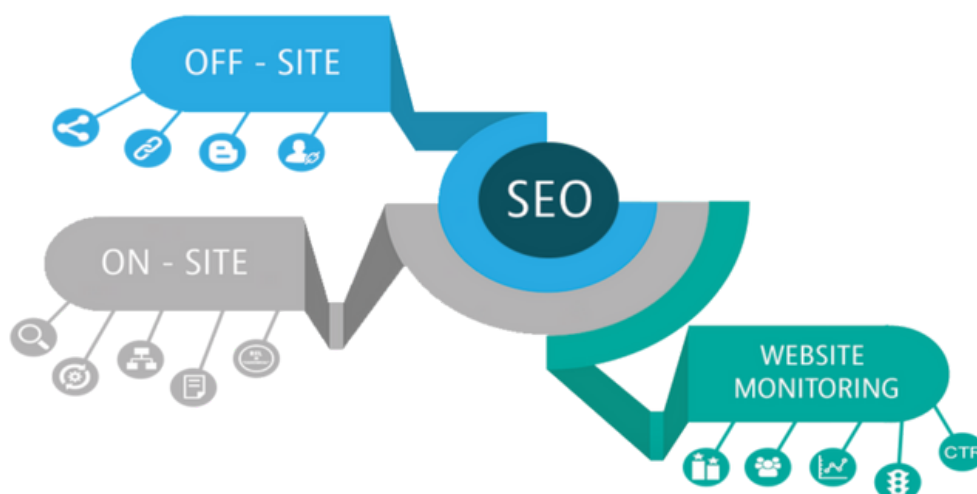
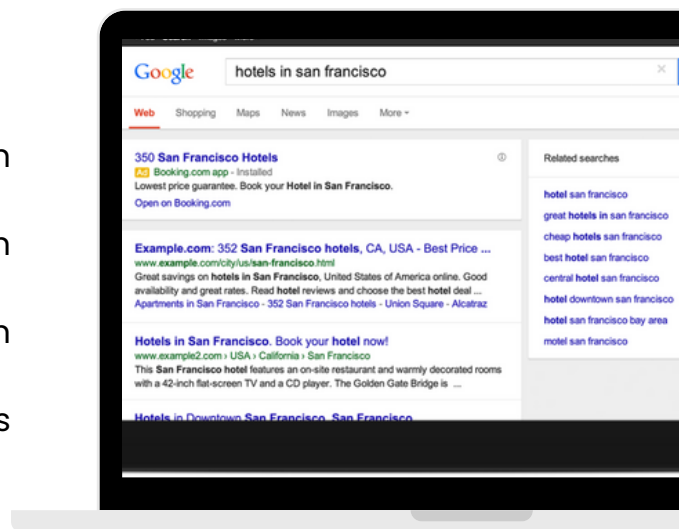
Youtube Ads

- Understanding the power of video advertising on YouTube.
- Creating effective video ad campaigns.
- Targeting options for YouTube ads.
- Measuring the success of YouTube ad campaigns.



SEO – Search Engine Optimization

- Fundamentals of SEO and its importance in driving organic traffic.
- On-page and off-page optimization techniques.
- Keyword research and implementation strategies.
- Understanding search engine algorithms and updates.



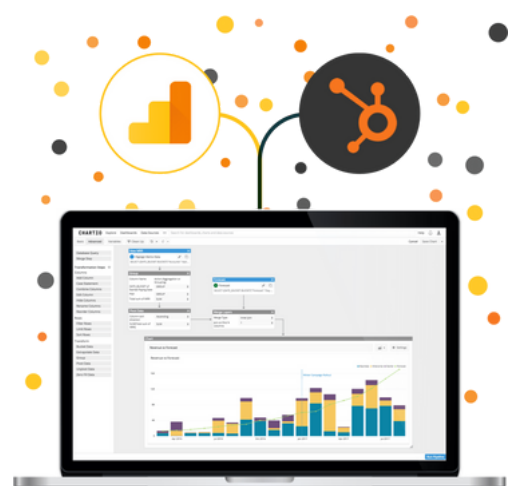
- On-Page SEO: Initial Site Analysis, Competition Analysis, Keyword Research, Keyword Density, Title/ Description/
- Keyword/ Other Meta Tags Development | Site (URL) Structure Analysis, Web Designing Basics, URL renaming /re-
- writing, Content Development Check,H1, H2, H3 Tags,Anchor Text | Existing Web Content Optimization, Image
- Optimization, Use of robots.txt, HTML Validation, Creation of XML/HTML/Text Sitemaps.
- Off Page SEO: Understanding links, anchors, follow nofollow | Google Mapping/Listing, Press release news
- syndication, RSS (Really Simple Syndication) Local and regional search engine indexing | Forum Posting & Posting
- Free Classifieds, Yahoo Answer Link Building | Article submissions, PR submissions, Guest Blogging, Commenting

Email Marketing

- Understanding how mail servers work | Understanding terms- Hard Bounce, Soft
- Bounce, Open rate, inbox, spam | Mail Chimp Introduction- Sending mail, use templates, landing pages, lead capturing, Mail Automation



- Importance of website analytics
- Google Analytics interface and navigation
- Tracking website traffic and user behavior



Thank You!



**Let's Get
In Touch**

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