

Online Digital Marketing & Sales Training

14, 15, 16, 17 March, 2021

9:00 AM - 3:00 PM | Dubai Time

Duration: 4 Full Days Training

Training Fees: \$1500

Online Training – ZOOM

Day 1	Day 2	Day 3	Day 4
<p>What Digital Sales? What is Digital Marketing & Sales?</p> <p>Inbound Marketing Methodology What is Inbound Marketing How it Works How to Implement Why Sales and Marketing platforms integration are best for your business Connect Digital/Sales Platforms with Web Online forms Connecting Digital/Sales Platforms with Facebook Leads Ads</p> <p>Email Marketing Introduction to MailChimp Export/Import List/s Design Appealing email template Design personalized Email Ad Connect Email ads with Facebook/Instagram Ads and with Google Ads</p>	<p>Developing Personas for best Sales Offers How to Integrate channels for virtual sales into business website How to integrate channels for virtual sales into social media channels What is Online Customer Relationship Management System?</p> <p>Search Engine Optimization On-Page Optimization Off-Page Optimization Keyword Planner Meta-Tags Keyword Stuffing Best Practices Blogs External-Internal Linking</p> <p>Search Engine Marketing Pay Per Click – Paid Search Display Ads Video Ads Mobile App Installation Ad</p>	<p>Social Media Management and Ads (Facebook & Instagram) What is Facebook Edge Rank How it works Increase Facebook/Instagram Likes Organically and paid Install Facebook Pixel ID for retargeting Best Engaging posts types</p> <p>Social Media How to tune your voice for best sales leads Create Reach Ads Create Lead Generation Ads Create Product Catalogue ads Read Report, tune campaigns and plan ahead</p>	<p>Online Customer Journey Conversion Rate Optimization - CRO Customer Journey Tools Leads Nurturing Automation as per customer journey</p> <p>Google Analytics Setup Google Analytics on Website or landing page reading live users most read contents Acquisition and which Ads worth investing in Audience Behavior online best engaging contents Setup a Goal Authorize users</p>