

Digital Marketing in Practice [®]



Change Zone

Inspiring the Attitude of Change

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1. Digital Marketing in Practice® in a Nutshell

Digital Marketing is a strategic media for developing brand equity and driving corporate growth strategies. Digital marketing nowadays is the core for building awareness; communicate information, convincing customers to take action to inquire about your products.

This is a very practical program that takes you through the real-word steps to exploit digital marketing to the max of its potential. From drafting your marketing plan, planning your campaigns, designing ads, and using sophisticated digital marketing technologies to achieve your goals, this program is a comprehensive practical program that you need to excel digital marketing.

2. The Unique Experience

In Practice® & Coaching

- Choose the field and idea of your project
- Develop a professional Digital Marketing plan under the supervision of expert coaches.
- Training & One-on-One Coaching on Digital Marketing channels.
- Expert coaches supervise your work and provide one-on-one coaching

▪ **Coaching (Group and One-on-One):**



Coaching is a goal-directed, results-oriented, systematic process in which one person facilitates sustained changes in another individual or group, through fostering the self-learning and growth of the coachee (the client of coaching).

Through one-on-one systematic process, an expert coach will guide participants – through customizing the process, methods and content to your specific needs – towards achieving your goals and improving problematic situations in workplace

The coaching process is organized through systematic standards and work procedures through our program management and quality management system.

Business Tools & Software

- Professional Digital Marketing Templates
- Digital Marketing Platforms

Materials & Methods

- Comprehensive Detailed Study Notes
- Real Business Cases Examples
- International Business Articles

3. Modules

<p>1. Strategic Business Analysis</p> <ul style="list-style-type: none"> • Segmentation, Targeting and Positioning 	<p>2. Moving from Traditional to Digital Marketing</p> <ul style="list-style-type: none"> • Customer Purchasing Behavior • Marketing Funnel Management
<p>3. Digital Marketing Planning</p> <ul style="list-style-type: none"> • Channel-Based Audience Distribution • Aligning Marketing Objective with Digital Marketing Campaigns • Selecting Media Mix • Planning the Digital Yearly Marketing Calendar 	<p>4. Website Marketing</p> <ul style="list-style-type: none"> • Domain names and Hosting • Website Development Technologies • Website Design
<p>5. Search Engine Optimization</p> <ul style="list-style-type: none"> • SEO Body of Knowledge • Search Engines • Page Structure • Mobile Friendly Pages • Applying SEO to Your Website • SEO Analysis and Testing • Useful SEO Tools and References 	<p>6. Facebook & Instagram</p> <ul style="list-style-type: none"> • Understanding Facebook as a Marketing Channel • Facebook Advertisement Body of Knowledge <ul style="list-style-type: none"> ○ Account Setup ○ Business Pages ○ Campaign Objectives ○ Placements ○ Media Types • Hands-on Campaign Creation: <ul style="list-style-type: none"> ○ Awareness & Reach Campaigns ○ Traffic Campaigns ○ Engagement Campaigns ○ Video Views Campaigns ○ Lead Generation Campaigns ○ Messenger Campaigns ○ Call-Now Campaigns ○ Campaign Analysis

7. Google Ads

- Understanding Google Ads as a Marketing Channel
- Google Ads Body of Knowledge
 - Account Setup
 - YouTube Channel Setup
 - Campaign Objectives
 - Media Types (Dynamic & Manual)
- Hands-on Campaign Creation:
 - Search Network (Search Engine Marketing)
 - Display Network (Image Advertisement)
 - Video Ads
- Campaign Analysis

8. Twitter

- Understanding Twitter as a Marketing Channel
- Twitter Body of Knowledge
 - Account Setup
 - Hashtags and Trends
 - Campaign Objectives
 - Media Types
- Hands-on Campaign Creation:
 - Website Clicks Campaigns
 - Tweet Engagement Campaigns
- Campaign Analysis

9. LinkedIn

- Understanding LinkedIn as a Professional Marketing Channel
- Linked Body of Knowledge
 - Account Setup
 - Business Pages
 - Campaign Objectives
 - Media Types
- Hands-on Campaign Creation
 - Sponsored Content Campaigns
- Campaign Analysis

10. Email Marketing

- Understanding Email as a Marketing Channel
- Email Marketing Body of Knowledge
 - Email marketing regulations and best practices
 - Account Setup
 - Whitelisted Database Design
- Hands-on Campaign Creation
 - Design email template
 - Email Campaign.
- Email performance and fine-tuning

11. Mobile Marketing

- S.M.S Marketing
 - Campaign Creation Showcase
- WhatsApp Marketing
 - Groups and Broadcast Lists
- Marketing Guidelines and Best Practices
- Contacts List Creation
- Mobile App Marketing Guidelines

12. Graphic Design

- Understanding Color Schemes and Font Styles
- Digital Marketing Media Types
- Hands-on Media Design:
 - Image Design
 - Video Design
- Media Design Best Practices

13. Digital Marketing Analysis

- Google Analytics
 - Understanding Google Analytics as an Analysis Tool
 - Account Setup
 - Google Analytics & Marketing Funnels
- Google Search Console
 - Understanding Google Search Console as an Analysis Tool
 - Account Setup
 - Common website errors
- Marketing Dashboards
 - Creating Custom Excel Dashboards
 - Showcase to Online Dashboards using Klipfolio

14. Snapchat & YouTube Blogging

4. International Accreditation of Digital Marketing in Practice®

Change Zone has successfully met every element of the ANSI/IACET standards for Continuing Education and Training requirements, to become a **Certified IACET Accredited Provider**.



About IACET:

- Accreditation Body: **International Association for Continuous Education and Training**
- Website: <http://www.iacet.org/>



The ANSI/IACET Standard for Continuing Education and Training defines a proven model for developing effective and valuable continuing education and training (CE/T) programs.



5. Consultants' briefs

Combines High Education and Certification and Practical Experience

Consultant & Trainer: Mr. Ahmad Ziad Abu Baker

Education:

- Master of Computer Science, Applied Science University, Jordan
- BA in Software Engineering, Applied Science University, Jordan

Experience Brief:

- Digital Marketing Specialist & Instructor
- Responsible for providing comprehensive digital marketing training to professionals, entrepreneurs, and fresh graduates.
- Provide consultation services to CEOs on digital marketing strategies and implementation. And Psychodrama therapy – Bana for psychological training and consulting, Amman.

6. Course Time and Duration






Timetable

Program Duration	12 weeks
Start Date - Time	Please Contact us
Programs hours	84 hours: including training, coaching and project

7. Financial Offer

Investment – Financial Offer	
Program Fees	Please contact us

8. Contact Information

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