

# Digital Marketing Training – Agenda

Ramallah - Palestine | Millennium Hotel

<b>DAY 1</b> 15-Sept   9:00AM – 4:00PM	<b>DAY 2</b> 16-Sept   9:00AM – 4:00PM
<b>Search Engine Optimization</b> <ul style="list-style-type: none"><li>On-Page Optimization</li><li>Off-Page Optimization</li><li>Keyword Planner</li><li>Meta-Tags</li><li>Keyword Stuffing</li><li>Best Practices</li><li>Blogs</li><li>External-Internal Linking</li></ul>	<b>Inbound Marketing</b> <ul style="list-style-type: none"><li>What is Inbound Marketing</li><li>How it Works</li><li>How to Implement</li><li>Why Sales and Marketing platforms on HubSpot are best for your business</li><li>Connect HubSpot with Web Online forms</li><li>Connecting HubSpot with Facebook Leads Ads</li></ul>
<b>Search Engine Marketing</b> <ul style="list-style-type: none"><li>Pay Per Click – Paid Search</li><li>Display Ads</li><li>Video Ads</li><li>Mobile App Installation Ad</li></ul>	<b>Social Media Management and Ads (Facebook &amp; Instagram)</b> <ul style="list-style-type: none"><li>What is Facebook Edge Rank</li><li>How it works</li><li>Increase Facebook/Instagram Likes Organically and paid</li><li>Best Engaging posts types</li><li>How to tune your voice for best sales leads</li><li>Create Reach Ads</li><li>Create Lead Generation Ads</li><li>Create Product Catalogue ads</li><li>Read Report, tune campaigns and plan ahead</li></ul>
<b>Email Marketing</b> <ul style="list-style-type: none"><li>Introduction to MailChimp</li><li>Export/Import List/s</li><li>Design Appealing email template</li><li>Design personalized Email Ad</li><li>Connect Email ads with Facebook/Instagram Ads and with Google Ads</li></ul>	<b>Google Analytics</b> <ul style="list-style-type: none"><li>Setup Google Analytics on Website or landing page</li><li>reading live users</li><li>most read contents</li><li>Acquisition and which Ads worth investing in</li><li>Audience Behavior online</li><li>best engaging contents</li><li>Setup a Goal</li><li>Authorize users</li></ul>