

# Digital Marketing Training

Ramallah - Palestine | Millennium Hotel

18, 19, 20 July 2020

Starting from 9:30 AM – 4:30 PM

DAY 1	DAY 2	DAY 3
<p><b>Search Engine Optimization</b> On-Page Optimization Off-Page Optimization Keyword Planner Meta-Tags Keyword Stuffing Best Practices Blogs External-Internal Linking</p> <p><b>Search Engine Marketing</b> Pay Per Click – Paid Search Display Ads Video Ads Mobile App Installation Ad</p> <p><b>Email Marketing</b> 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><b>Social Media Management and Ads (Facebook &amp; Instagram)</b> 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 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><b>Google Analytics</b> 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>	<p><b>Inbound Marketing</b> What is Inbound Marketing How it Works How to Implement Why Sales and Marketing platforms on HubSpot are best for your business Connect HubSpot with Web Online forms Connecting HubSpot with Facebook Leads Ads</p> <p><b>Digital Branding</b> Fundamentals Build your Brand Social Media Branding Brands Spectrum</p>