

# Digital Marketing Strategy Workshop



**2-Days Training**  
**November 22,23 | 09:00 - 16:00**



**Jordan - Amman - W Hotel**



**500 JOD**

For Registration or if you have any  
question, please feel free to contact with

Amer Al-Najjar on:  
00962 777 397 728 , 00962 5513879  
[anajar@gce.com.jo](mailto:anajar@gce.com.jo)

Or online on:  
[http://www.ameedawad.com/digital-  
marketing-training-strategies/](http://www.ameedawad.com/digital-marketing-training-strategies/)

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# Digital Marketing Strategy Workshop



## Target Group

Anyone who has business and want to create online store, Marketing Managers, Branding Managers, Sales and Promotion, CEOs, Small business owners, CRM Managers, Media Specialist, Public Relations Managers, Freelancer who do online advertising, Retailers, Business Owners.



## Topics

- Digital Strategic Planning
- Introducing the **W.A.L.T.S Framework**: Windows, Analytics, Loyalty Love, Traffic, Sales System
- Strategic Approach (Assessment, Gap Analysis, Strategy actions, Prioritization and Road Map)
- Connecting CRM System (HubSpot) with Website + Landing pages
- Social Media Marketing Strategies 2021
- Inbound Marketing Methodology
- KPIs to monitor online
- Website Optimization for best ROI



## Trainers:



### • Prof. Christian Farioli:

Digital Strategist, Lecturer, Keynote Speaker & Book Author.

Spoken at 80+ National and International Conferences, including GOOGLE & NASA

Chief Digital Officer - Digital Marketing Pioneer since 2003 - Trained more than 10000 executives in 4 continents, from the largest organizations, including Bayer, Jumeirah Burj Al Arab, Armani, Etisalat, Huawei, DP World, Abu Dhabi Media, Mobily, Abdul Latif Jameel, Adnoc, just to name a few.

Digital Marketing Pioneer since 2003, running ESD FZC since 2010, awarded Digital Agency of the Future, involved in promoting businesses across the Middle East.

We've been working with major clients in the region, launching Digital Campaigns for major Banks, Events, Concerts, Media, Telco, Hospitality, Real Estate, Healthcare and Pharma.



### • Ameer Awad:

**International Digital Marketing, Sales, Branding and Transformation Consultant & Trainer**

Trained more than **6000 professionals** in MENA region on Digital Marketing, Digital Sales, Digital Branding and Digital Transformation, designed more than **200 digital marketing, sales, and transformation strategies for businesses in MENA**, improved their **online presence, e-commerce platforms, brand building and sales activation** to their products and services domestic and internationally.

Currently working as a certified professional trainer with Google-Dubai and **Digital Consultant & Trainer** with INFORMA MENA in Dubai, GCE Jordan - Amman, Muscat, Beirut and Ramallah on Social Media and Digital Marketing topics (i.e., Social Media Management and Advertisement, Search Engine Optimization (SEO), Pay Per Click (PPC), SEM, Click Through Rate CTR, CPM, CPC, email marketing and display advertising using Google AdWords).

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## DAY 1

### **Digital Marketing Strategy**

Why do you need strategy?  
Applying WALTERS Framework Methodology  
Achieving Excellence in 5 Areas

### **Social Media Strategy Management and Ads**

**(Facebook, Instagram, Twitter, LinkedIn, Snapchat, Tik Tok)**

What is Ranking

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



## DAY 2

Write your business Digital marketing strategy

Prioritize your digital marketing channels

Setting Budgets

### **Inbound Marketing**

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

**KPIs to Monitor Online  
Website Optimization for best ROI**

# Digital Marketing Strategy Workshop

## Consultation Clients



## Trained Clients

