

# Digital Marketing Strategy Workshop



**3-Days Training**  
**October 4,5,6 | 09:00 - 16:00**



**Istanbul – 5 stars Hotel**



**\$1300**

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

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Or online on:  
<http://www.ameedawad.com/digital-marketing-training-strategies-istanbul/>

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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).

# Digital Marketing Strategy Workshop



## DAY 1

### Digital Marketing Strategy

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

Write your business Digital marketing strategy  
Prioritize your digital marketing channels  
Setting Budgets



## DAY 2

### 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 3

### 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

