

Certified Digital Marketing Strategist Training

CERTIFIED TRAINING - Applying W.A.L.T.S Methodology

May 13, 14, 15
Ramallah - Millennium Hotel



Official Partner



TRAINING AGENDA

DAY 1

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)

Social Media

Management and Ads (Facebook & Instagram)

What is Facebook Edge Rank
Brand Building – Brand Awareness
Sales Activation and generate more sales transactions
Increase Engagement
Generate more Reels Views
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

Search Engine Optimization

On-Page Optimization
Off-Page Optimization
Keyword Planner
Meta-Tags
Keyword Stuffing
Best Practices
Blogs
External-Internal Linking

Search Engine Marketing

Pay Per Click – Paid Search

Display Ads

Video Ads

Mobile App Installation Ad

DAY 3

Email Marketing

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

WALTS Methodology Project

Certified Digital Marketing Strategist Training

3-Day Training | May 13,14,15 | 09:30 - 15:30

Training Fees \$600

Location: Ramallah - Millennium Hotel

Certificate: Signed & Stamped Official Certificate from the
Digital Marketing Academy & ESD – Dubai

Seats are limited.

Registration, please send email to register@digitalmarketing-academy.net

or aa@ameedawad.com

Training details: <https://www.ameedawad.com/certified-digital-marketing-strategist-training/>

WhatsApp / Call: 00972599385702

MEET THE TRAINER



Ameer Awad

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

ToT Certified W.A.L.T.S Professional

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).

Consultation Clients



Trained Clients

