

Digital Marketing Essentials

A BRAND NEW AND HIGHLY PRACTICAL
— 3 DAY COURSE —

"To accompany the four Ps of classical marketing, marketers would do well to instill the digital four Cs, around conversation, collaboration, culture and compensation."

- Zaid Al-Zaidy

"Google only loves you when everyone else loves you first."

- Wendy Piersall

To enquire about the next public course, please contact

Email Us: info@ismdubai.com

Call Us: +971(0) 4 457 3814



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ISM Training provides the most comprehensive range of learning and development solutions to meet the needs of individuals and companies. ISM Training helps clients achieve significant behaviour changes leading to improved productivity and increased competitive advantage in today's complex markets.

Digital Marketing Introduction

Digital technologies continue to disrupt our world at an incredibly fast pace. They offer marketers and business owners new ways to deliver customer service, market their products and services and build relationships with new and existing customers. But what exactly is digital marketing, what tools are out there and how can you maximise their potential?

This intensive, practical course is designed to give you a thorough understanding of the key digital marketing tools and the opportunities they provide.

You will feel confident and undaunted about using platforms and processes such as social media, SEO, website marketing, landing pages and email marketing to grow your business.

Purpose of this course

You will leave with an understanding of the opportunities, challenges and trends in digital marketing. The trainer will enhance your confidence and equip you to maximise key digital platforms as part of your digital marketing strategy.

*"Learnt a lot of new stuff.
ISM is a game changer!"*

- Rowland Fredricks, Shell

On successful completion of the course participants will be able to:

- Recognise the changing digital landscape and new emerging themes.
- Understand the relevance of digital platforms and channels in context.
- Recognise the opportunities and challenges the key digital marketing tools.
- Understand the role of inbound marketing.
- Appreciate the how and why of measuring the success.

Key areas covered

1 ▶ The Value of Digital Marketing.

2 ▶ Key digital tools to enhance marketing.

3 ▶ Linking digital marketing tactics to achieving marketing objectives.

5 ▶ Why content marketing and link building are at the heart of modern marketing.

7 ▶ Challenge of navigating the myriad of social media platforms.

9 ▶ Measuring digital to improve future performance.

11 ▶ Email Marketing and best ways and tools to do it.

12 ▶ Content Marketing and link building.

4 ▶ Successful on-page and off-page SEO.

6 ▶ Creating the right content to turn your website visitors into customers.

8 ▶ A/B testing experiments that you can run on your campaigns.

10 ▶ Website UX and Landing pages.

*"A brand is no longer what we tell the consumer it is — it is what consumers tell each other it is".
Scott Cook*

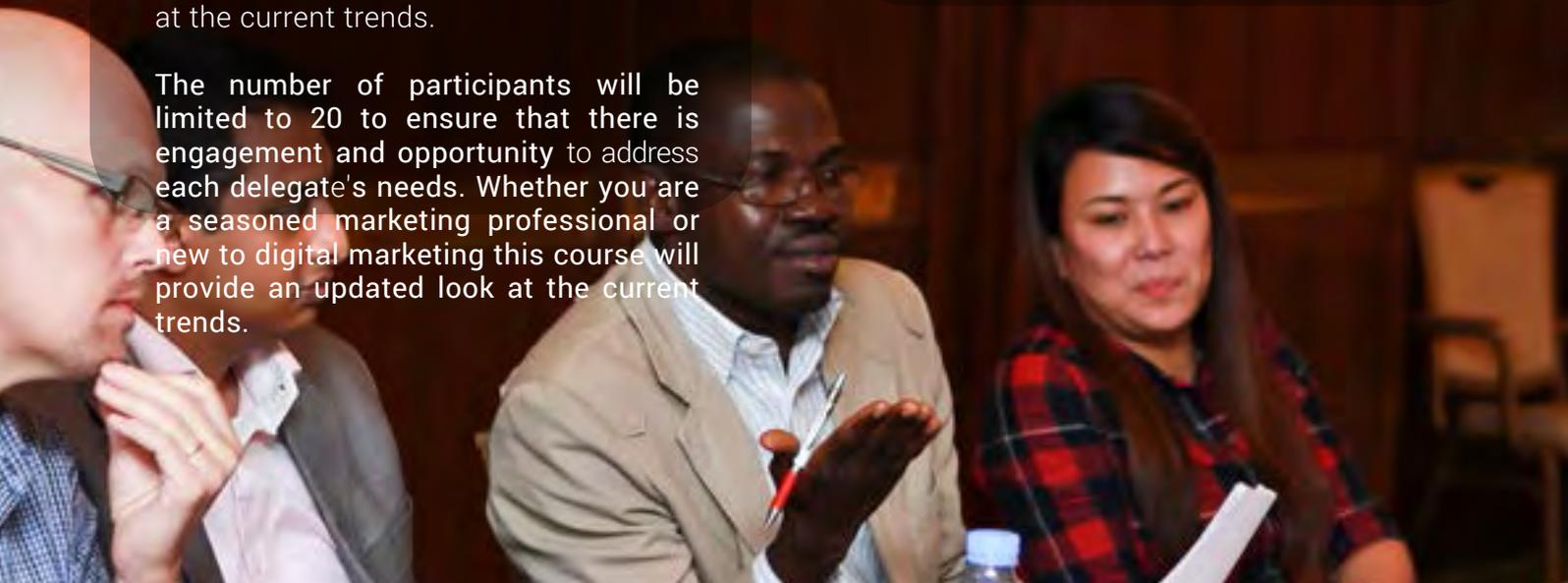
Who should attend?

This Course will be of particular interest to a wide range of marketing, PR, communications, sales/operations professionals, business owners and managers in all business sectors. Whether you are a seasoned marketing professional or new to digital marketing this course will provide an updated look at the current trends.

The number of participants will be limited to 20 to ensure that there is engagement and opportunity to address each delegate's needs. Whether you are a seasoned marketing professional or new to digital marketing this course will provide an updated look at the current trends.

Participants

The course will have a maximum of 20 people who will be selected based on the type of business they are in and their job role to ensure a thorough mix of industries, ideas and experience.



Course Leader: Wayne Denner

As a renowned speaker, he has the unique ability of being able to take all his experience and knowledge and give the greatest gift of all - the transfer of knowledge.

-Barry Lee Cummings

Wayne Denner is an exceptionally knowledgeable, passionate and talented Digital Marketing expert with extensive expertise in digital and traditional marketing communications. With over 17 years' digital experience, he specialises in the emerging trends of digital marketing and social media.

He understands through vast experience where Digital Marketing sits and how it should be deployed as part of an overall marketing strategy for B2B and B2C. He has helped many well known companies and SME's evolve their marketing strategies to embrace digital technologies and develop marketing plans which drive engagement, brand recognition, loyalty and ROI.

Wayne's courses are dynamic, engaging and highly interactive and you will leave his course with an incredible amount of tools and up to date knowledge that you can put into practice immediately. He will help take your digital marketing strategy to the next level with cutting edge insights and outstanding industry depth of experience. ISM is delighted to welcome this highly in demand trainer to our top flight team of UK instructors.

COURSE REGISTRATION FORM

Digital Marketing Essentials



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Telephone: + 971 4 457 3814, Facsimile: + 971 4 457 3999 Email: info@ismdubai.com

01 CHOOSE YOUR PACKAGE

1 Delegate: 6,800 Dhs

2 Delegate: 12,920 Dhs 5% Discount

3 Delegate: 18,360 Dhs 10% Discount

4 Delegate: 23,120 Dhs 15% Discount

Registration fees include expert tuition, comprehensive course documentation, workshop materials lunch & refreshments and your official ISM framed Certificate documentation, workshop materials lunch & refreshments and your official ISM framed Certificate

02 ATTENDEE DETAILS - Please complete in block capitals

| No | Full Name | Job Title | Tel (inc country code) | E-mail |
|----|-----------|-----------|------------------------|--------|
| 01 | | | | |
| 02 | | | | |
| 03 | | | | |
| 04 | | | | |
| 05 | | | | |

03 COMPANY DETAILS - Please complete in block capitals

Organisation Name: Industry:
Address: Postcode:
Country: Email:
Tel: Fax:

Authorized Signature' (Mandatory):
Authorising Signature' Name:

By signing this form I have read and agreed to ISM's terms and conditions listed below

04 INVOICE CONTACT AND PAYMENT - If different from above

Note: Payment is required BEFORE the course date. Course details will be sent to you once payments are received.

Contact person for invoicing
Tel: Fax: Email

05 TERMS & CONDITIONS

ISM reserves the right to change dates, venues, topics and trainers due to unavoidable circumstances.

Cancellation: If you cannot attend personally, a substitute delegate is welcome to join this course in your place - for no extra charge. Should you (or a substitute) be unable to attend, we will promptly refund your fee less a service charge of 10%. As spaces are strictly limited, we regret that registration received less than 30 days before the start date of the course may incur a late booking surcharge of USD50

Condition: You must inform us in writing 30 days or more before the start date of this course. No refunds are possible for cancellations received less than 30 days, before this course. Instead you will be issued with a 50% Discount Training Voucher, which entitles you (or a nominated colleague) to attend a public course arranged by ISM

Find us in Social Media

or please fax this form to + 971 4 457 3999
to receive your confirmation and delegate pack.



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