



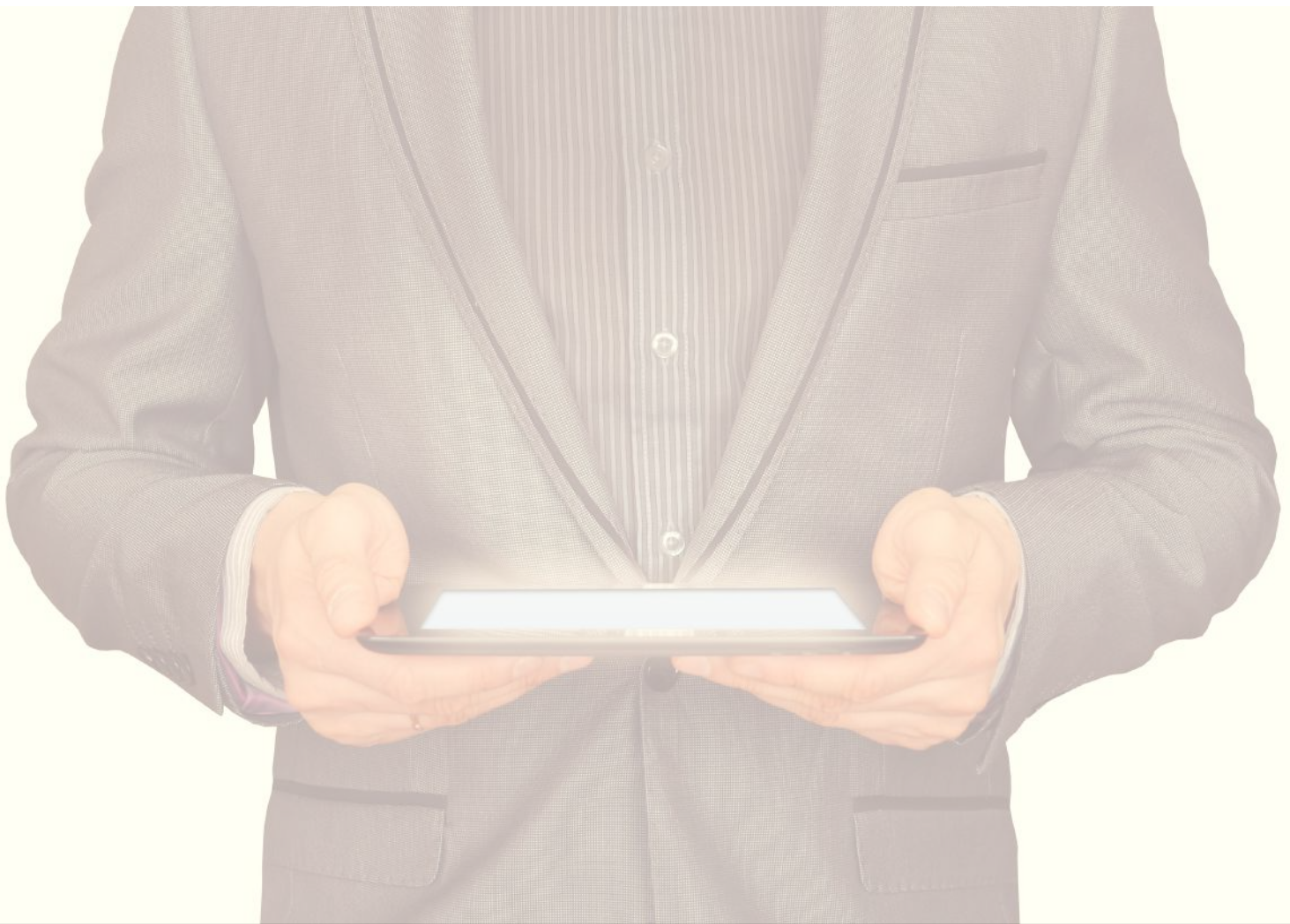
**ISM**  
ISM TRAINING

# Digital Marketing Essentials

An **intensive** and highly practical 2  
day training course

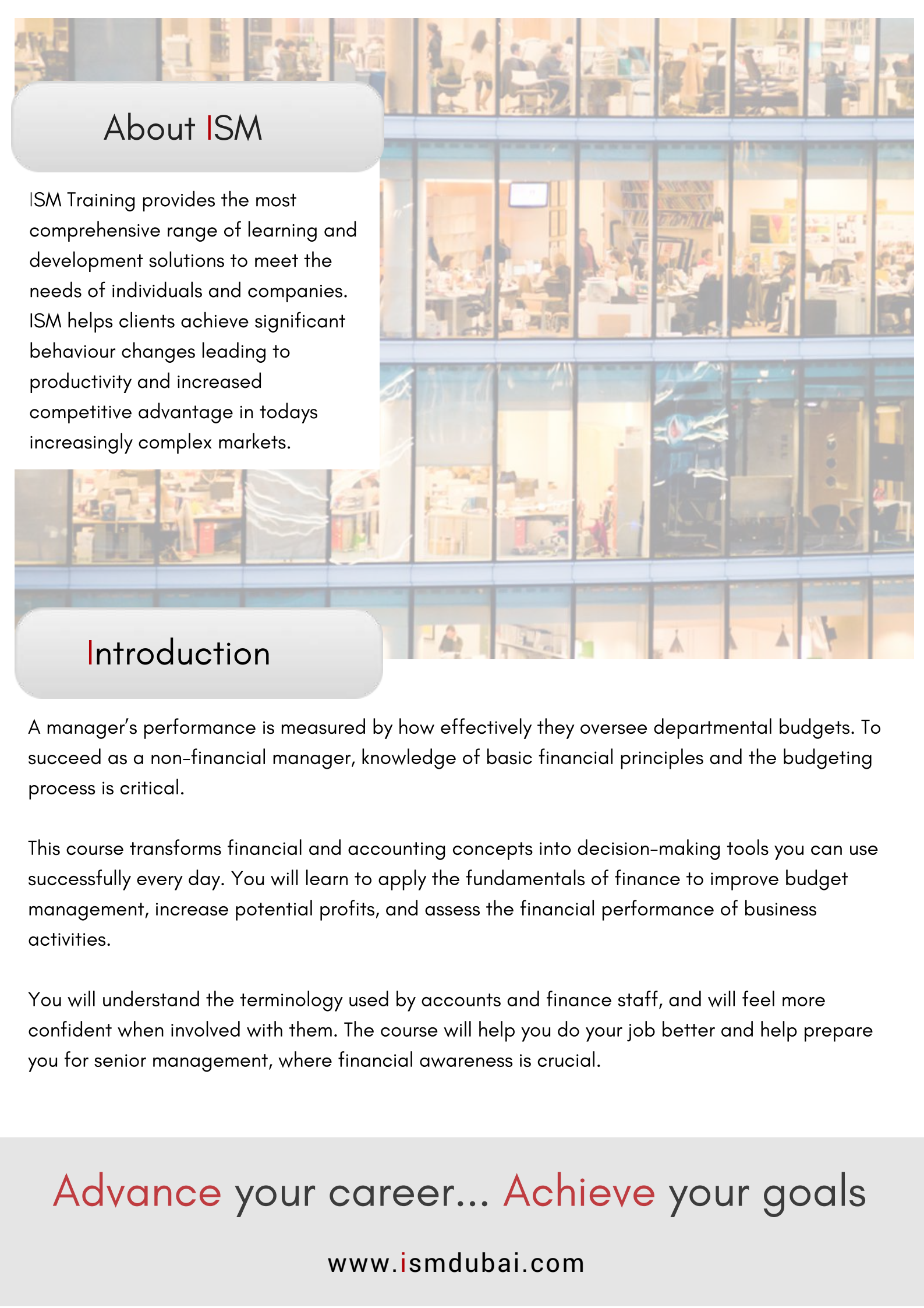
"I really enjoyed the training, Wayne is a great speaker! He provided useful tools and highlighted the latest digital trends."

**Sareena Bains**



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## About ISM

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

## 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 / 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.

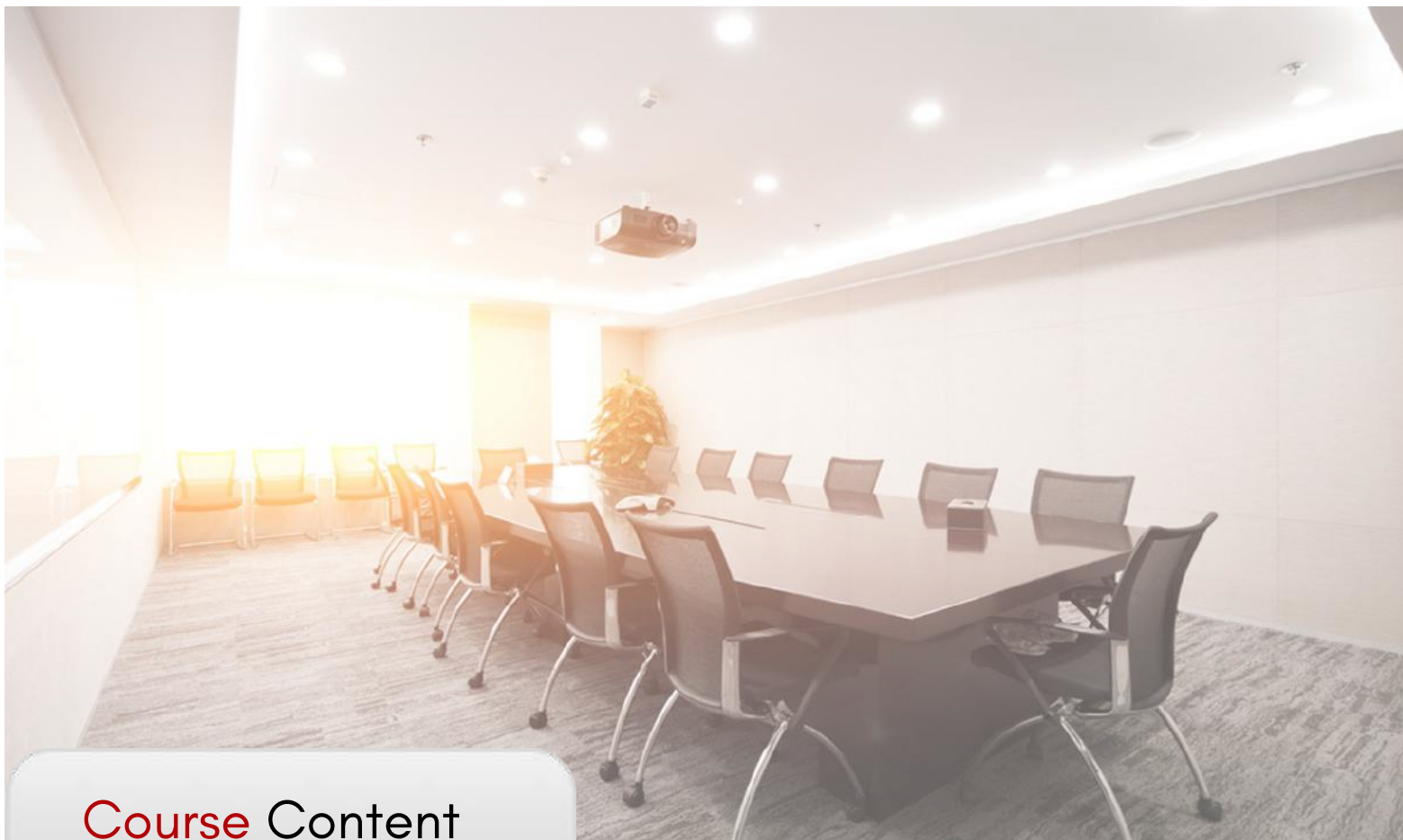
You will feel confident and undaunted about using platforms and processes such as social media, SEO, website marketing, landing pages and email marketing to grow your business

*"Very useful, very informative and as with everything ends with a call to action."*

**Jason Freeborn**

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## Course Content

- Understanding of the Digital Marketing Landscape and how it yields opportunities for today's marketers and consumers
- Key components of a successful digital marketing campaign and how to build your next successful digital marketing campaign
- How to map the customer journey and the key touch points
- The importance of Website Design & the User Experience
- Introduction to Wordpress for Digital Marketing Campaigns
- How to set up your first Wordpress Website
- Explore how to create engaging content strategy as well as the tools you will need
- Using social media channels Facebook, Instagram, Twitter, & LinkedIn to generate sales
- Introduction to Email tools and techniques for business and how to build customer leads
- Search and Display Advertising, including Google Adwords and Facebook Adverts
- Analytics and Metrics - Tools and Techniques for understanding your campaign results

"The course was really interesting and innovative. I would definitely love to return and learn more next time on the next level. More power to ISM!"

Mhae Karina

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## Course Outcomes

This 2 day fun, practical and interactive workshop is designed to give businesses the skills and tools to effectively use digital marketing within their business. It focuses on developing key skills & techniques in digital marketing and why your business needs to be utilizing digital marketing to it's full potential.

Throughout the 2 days delegates will have the opportunity to engage practically and apply what they are learning.

All our delegates finish the day with their head buzzing with new terminology, ideas and strategies to implement when they return to the office

*"In depth course and insightful materials. Great instructor who shared amazing analysis tools!"*

**Margrette Ooredoo**

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## Who should attend?

The program is specifically designed for business owners, marketing and communication executives and managers who want to get more practical experience in using Digital Marketing tools and techniques.

## Training Methods

By all means, bring your pencil case, and yes, there will be handouts, but there will be a lot more discourse, debate, improvisation, role play, technology, practice and group dynamics. The training will be conducted in a friendly, fun atmosphere, which not only allows for different learning styles, but respects each delegate as an individual and ensures each one is challenged and derives maximum benefit from the course. Our aim is that you will be highly stimulated and encouraged to rethink.

**Contact Us**

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Email: **[info@ismdubai.com](mailto:info@ismdubai.com)**

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