



CERTIFICATE IN DIGITAL MARKETING: FROM STRATEGY TO IMPLEMENTATION USING AI




Dates: January 27, 29, 2025
February 3, 5, 10, 12, 17, 19, 24, 2025


Time: 5h30 pm - 8h30 pm
Total number of hours: 27 hours


Modality: Online on Zoom


Language: English


Training fees: 580\$

Description

This training will help you acquire the skills to design a comprehensive digital marketing strategy, choose the most effective social media platforms for business growth, leverage AI tools for content creation and customer engagement, implement data-driven advertising strategies, and strengthen your business presence through personal branding.



Dr Maria Frangieh

Dr. Maria Frangieh has a doctorate degree in web technologies and knowledge sharing. She founded Socialprise in 2005 a marketing, training and communication agency. In 2019, Socialprise founded Watani marketplace to help Lebanese businesses sell their products to the world. In 2020, she founded Socialprise Experience, an e-learning platform with a twist. With over 19 years of experience in digital marketing and entrepreneurship, Maria has delivered hundreds of training sessions worldwide. Dr. Maria Frangieh is an expert trainer at the Professional Training Center of USJ.





490\$ before January 10, 2025



For Registration: [Click here](#)

LEARNING OUTCOMES:

By the end of the training, participants will be able to:

- Develop an Effective Digital Marketing Strategy: Identify key components and best practices for creating successful digital marketing strategies.
- Choose the Right Social Media Platforms for Business: Explore major social media platforms, including their professional setups for business use and targeted customer engagement.
- Leverage AI Tools for Strategy Management: Utilize AI tools to create comprehensive digital content, promote services, and engage with customers effectively.
- Advertise and Analyze Data: Use advertising platforms to promote services and generate analytical reports for strategic decision-making.
- Enhance Business Visibility through Personal Branding: Learn how to stand out and support business growth with personal branding activities.

SESSION DETAILS:



Digital Marketing Fundamentals

Developing an Effective Digital Marketing Strategy: Understanding the key components and best practices in devising successful digital marketing strategies.



Go to Market Strategy

- Market Positioning, Customer Segmentation and Customer Persona.
- Revenue Model and Pricing.
- Using AI tools for Content Management: Crafting engaging and compelling content, including descriptions, visuals, and videos, podcasts tailored for digital marketing campaigns. The 360 degrees overview.



Social Media Strategy using AI tools

- Developing an Effective Digital Marketing Strategy: Understanding the key components and best practices in devising successful digital marketing strategies.
- Introduction to Social Media Platforms: Exploring major social media platforms and their professional setup for business use.
- Budget and Advertising and Strategy.
- Analytics: Crafting a report that can be used to track the progress of the digital marketing strategy. Revisiting the initial strategy based on the analytics report.



Personal Branding

Standing out from the crowd to support my business. How to use your personal brand to drive more business to your brand.

