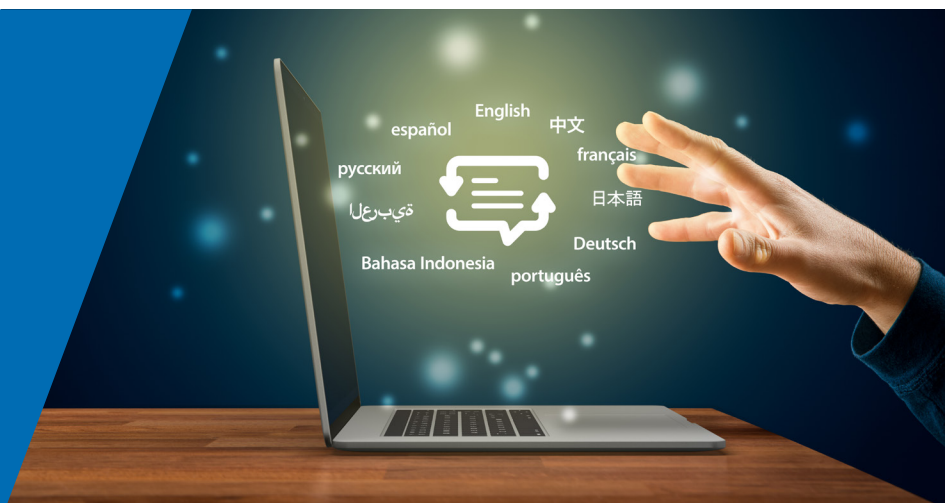


## Webinar

# Practical Tips to Grow Your Translation Business Online



### TRAINING OUTLINE :

#### Session 1: 2 hours

- LinkedIn marketing and leads generation
  - LinkedIn account review and analytics
  - Leads generation tools
  - Generate leads and engage them

#### Session 2: 2 hours

- Social Media content and digital tools
  - Content creation and email marketing
  - Analytics review
  - Digital tools for translators

#### Session 3: 2 hours

- Practices to expand your reach and case application
  - Importance of Website or blog
  - Sell your services to the international audience
  - Case application from participants



**DATES : OCTOBER 11, 12 & 13**

6:00 to 8:00 pm (Beirut Time) 3 Days | 6 hours



**PLATFORM: ZOOM**



**LANGUAGE : English & Arabic**



**COST : 750 000 LBP OR 50 USD**

### LEARNING OUTCOMES:

At the end of this training, participants will be able to:

- Uplift their accounts on Social Media to include professional information
- Enhance their accounts' e-reputation on social media
- Find practical shortcuts to sell their services organically
- Market their services organically

### TRAINER



#### Dr Maria Frangieh

She is Founder and Managing Director of Socialprise, and Socialprise Experience, Founder and CEO of watani marketplace. Trainer, university lecturer and blogger since 2005 in digital marketing, blogging, data analysis, brand creation online. Maria has been teaching digital business at USJ since 2014 and joined the centre de formation professionnelle at USJ in January 2021. You can read more about her career and training feedback by consulting her LinkedIn profile <https://www.linkedin.com/in/mariafrangieh/>



**Target audience :** Students, Alumni & professionnels

**Maximum number of participants :** 20

**For more informations, contact : Abba Lawandos**

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To start your registration before October 06, 2022, please click below:  
 For payments in LBP : [click here](#) | For payments in USD : [click here](#)

