Excellence Training Centre

CIM The Chartered Institute of Marketing

# ADVANCED DIGITAL MARKETING

## A complete guide to digital marketing best practice, techniques and tools.

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# ADVANCED DIGITAL MARKETING

## OVERVIEW

This course is for anyone who wants to understand the key elements of building an effective digital marketing campaign. Covering best practice and using case studies throughout, the session offers a practical guide to the core techniques in digital marketing.

Online tools and reference materials are highlighted throughout, enabling delegates to leave with solid hands-on knowledge that they can implement immediately upon return to the office.

## BENEFITS TO YOU

Costly mistakes and inefficiencies will be reduced through following best practice approaches across the different aspects of digital media. A more coherent, customer-centric planned approach to digital marketing will be developed focusing on priorities which will give the best returns.

## ABOUT THE COURSE

DURATION: **3 Days**
DATES: **Oct. 9-11, 2018**
TIME: **9 AM - 5 PM**
VENUE: **Shangri-La Hotel, City Center, Doha, Qatar**

LEVEL: **Advanced**
PRICE: **5000 QAR**

* All CIM members receive a 10% discount.

## WHO SHOULD ATTEND?

This is a practical course for anyone involved with the hands-on management of digital channels, or the over-arching digital strategy.

You may be working in a client side or agency side role, either as a digital marketing specialist or a marketer.

## WHAT WILL YOU LEARN?

- Create and/or improve a programme for measuring and improving digital media effectiveness
- Audit current approaches and identify areas for improving performance
- Search engine optimisation (SEO)
- Pay per click (PPC)marketing including Google AdWords
- Social Media including Facebook, Twitter, Blogging, etc.
- Partner marketing including affiliate marketing
- Online advertising including ad networks and behavioral targeting
- Email marketing including deliverability
- Site content and copy
- Digital Marketing Strategy and Planning

## CONTACT DETAILS

For further information, call our specialist training team on +974 77452105 or email anaas@excellence.qa

# COURSE DIRECTOR

**Dr. Gopal Kutwaroo** holds over 23 years industry experience as Vice President, Chief Marketing Officer, Senior Director across Microsoft, Dell, Cisco, BT Group, NCR, Nokia, Siemens and Sage and delivered public and in-company programmes in digital marketing, digital sales, digital channels and digital strategy, and digital customer experience to over 320 organisations, 20 vertical markets and 2,500 delegates across North America, Europe, the Middle East, Africa and the Far East. Delegates have been inspired and motivated by the programmes and this is reflected with a delegate satisfaction score average of 90%.

Dr. Gopal Kutwaroo is a global digital marketing leader and specialises across Search Engine Optimisation (SEO), Pay Per Click (PPC), MobileMarketing, Digital Display Advertising (DDA), Digital Analytics & Measurement, Digital Strategy and Social Media Marketing.

Dr. Gopal has a proven career record of setting up powerful marketing organisations, progressive success driving the strategic development and operational execution of customer-centric, B2B/B2C marketing and business development initiatives. Driven value proposition development, Go-to-Market (GTM) excellence, storytelling/messaging, multi-faceted digital marketing solutions, customer experience (CX) journeys, channels and alliances and strategic insights to accelerate growth and transition organizations from product-focused to customer-driven organizations. Dr. Gopal has managed global teams of between 5-50 staff, revenue accountability from £10m to £1.5bn and budget management from £500k-£30m.

# COURSE FEES

Course fee is 1,400 (USD) or 5,000 (QAR). An 'Early Bird' discount of 10% will apply for bookings received before August 31st. Additionally, a discount will be available to Excellence Training Centre members (10%) and groups of three or more (5%).

Please note that only one discount type can be applied to a course booking.
Payment can be made by credit card or direct bank transfer.

Course fee Includes:

- Three days face-to-face classroom interaction
- All course materials
- Morning tea, lunch, and afternoon tea each day
- Certificate of attendance from Excellence Training Centre and CIM UK.

# PROFESSIONAL COMPETENCIES

CIM's Professional Marketing Competencies have been developed through extensive research with employers and leading academics. All of our marketing qualifications and training courses are based on this framework ensuring that marketers at all levels of seniority gain the practical skills that employers require to improve business performance.

You can review the table of competencies at www.cim.co.uk/competencies

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## LECTURE OUTLINE

| Day | Topic | Description |
|---|---|---|
| 1 | **Session 1**<br>10:00 – 12:30<br>12:30 – 13:30 | Digital marketing in perspectives<br>Lunch |
| | **Session 2**<br>13:30 – 15:30<br>15:30 – 15:45 | Search engine marketing<br>Break |
| | **Session 3**<br>15:45 – 16:30 | Social media |
| 2 | **Session 4**<br>09:00 – 10:30<br>10:30 – 10:45 | Social media continued<br>Break |
| | **Session 5**<br>10:45 – 12:30<br>12:30 – 14:00 | Social media and online PR<br>Lunch |
| | **Session 6**<br>14:00 – 15:30<br>15:30 – 15:45 | Display advertising and affiliate marketing<br>Break |
| | **Session 7**<br>15:45 – 16:30 | Analytics |
| 3 | **Session 8**<br>09:00 – 10:30<br>10:30 – 10:45 | Email marketing<br>Break |
| | **Session 9**<br>10:45 – 12:30<br>12:30 – 14:00 | Email marketing continued<br>Lunch |
| | **Session 10**<br>14:00 – 15:30<br>15:30 – 15:45 | Site analysis and practical tools<br>Break |
| | **Session 11**<br>15:45 – 16:30 | Bring it all together – building a strategic plan |

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## REGISTRATION FORM

Please complete this form and mail to: anaas@excellence.qa
Call: +974 7745 2105

### Delegate Details

Title: ☐ Mr. ☐ Mrs. ☐ Ms.
Name: .....
Job Title: .....
Email: .....

Title: ☐ Mr. ☐ Mrs. ☐ Ms.
Name: .....
Job Title: .....
Email: .....

### Organization Details

Contact: .....
Contact Details: .....
Email: .....
City: .....
Country: .....

Phone: .....
Fax: .....
Address: .....
Nature of the Business: .....
Website: .....

### Authorization

**Signatory must be authorized on behalf of contracting organization:**

Name: .....
Date: .....

Signature: .....

**5,000 QAR**

- Booking is invalid without a signature.
- Mode of Payment - Bank Transfer.
- Payment is required within 7 working days.

## BOOKING CONDITIONS

**The following booking cancellation fees apply.**

| Number of Day's Notice | % Course fee payable Cancellation | % Course fee payable Transfer |
|---|---|---|
| 45 + days | No Charge | No Charge |
| 30 - 45 days | 25% of fee due | 25% of original fee |
| 14 - 30 days | 50% of fee due | 50% of original fee |
| 0 – 14 days (day of course) | 100% of fee due | 100% of original fee |

Please note that the Excellence Training Centre reserves the right to change or cancel the course due to unforseen circumstances.

## TERMS AND CONDITIONS

Please refer to our booking form for our terms and conditions.

# FOR INQUIRIES AND MORE


**Contact us at:**
**+974 7745 2105 / +974 7060 3669 / +974 3119 2159 / +974 3091 1199**
**(Regular Calls or Whatsapp)**

**Email us at:**
**anaas@excellence.qa**

**or Visit our Centre at:**
**44 Bilal bin Rabah Street, Opposite to Ahli Sports Club Gate no : 2 ,**
**Villa no : 22, Doha Qatar, Qatar**