



إدارة التسويق الرقمي الاستراتيجي وإدارة العلامات التجارية في العالم العربي

Duration: 5 Days

Language: ar

Course Code: IND11-108

Objective

:Upon completion of this course, participants will be able to

- Develop comprehensive digital marketing strategies.
- Conduct effective market analysis and customer segmentation.
- Integrate various marketing communication channels for cohesive campaigns.
 - Implement advanced brand management techniques.
 - Utilise digital tools to enhance brand visibility and engagement.
 - Measure and analyse marketing campaign performance.

Audience

:This course is intended for

- Marketing Managers.
- Digital Marketing Specialists.
- Marketing and Sales Professionals.
- Entrepreneurs and Business Owners.
- Marketing Consultants.

- Graduates in Marketing or Business Studies.

Training Methodology

This course employs a variety of adult learning styles to ensure a comprehensive understanding and practical application of the material. Interactive lectures are used to introduce and explain key concepts in an engaging manner, while case study discussions offer in-depth analysis of real-world examples to illustrate successful strategies. Group activities promote collaborative learning and encourage peer interaction, and practical workshops provide hands-on opportunities for participants to apply theoretical knowledge in real-world scenarios.

Summary

The "Strategic Digital Marketing and Brand Management" course offers an in-depth exploration of modern marketing strategies and brand management techniques in the digital era. Designed for marketing professionals, entrepreneurs, and business leaders, this five-day intensive course focuses on the strategic application of digital tools, the integration of marketing communication channels, and advanced brand management practices. Participants will gain practical skills in market analysis, customer segmentation, and developing cohesive marketing plans that drive brand success and business growth.

Course Content & Outline

Section 1: Foundations of Digital Marketing

- Introduction to Digital Marketing Concepts
 - Evolution and Trends in Digital Marketing
 - The Role of Digital Marketing in Modern Business Strategy

Section 2: Market Analysis and Customer Segmentation

- Techniques for Market Analysis
- Identifying Target Audiences
- Customer Segmentation Strategies

Section 3: Digital Marketing Channels and Integration

- Overview of Digital Marketing Channels (SEO, SEM, Social Media, Email Marketing)
 - Integrating Channels for Maximum Impact
 - Case Studies on Successful Digital Campaigns

Section 4: Advanced Brand Management

- Principles of Brand Management
- Building and Sustaining Brand Equity
- Strategies for Brand Positioning and Differentiation

Section 5: Measuring and Analyzing Performance

- Key Performance Indicators (KPIs) in Digital Marketing
 - Tools for Monitoring and Analytics
 - Techniques for Evaluating Campaign Success

Certificate Description

Holistique Training. عند إتمام هذه الدورة التدريبية بنجاح، سيحصل المشاركون على شهادة إتمام التدريب من (e-Certificate) وبالنسبة للذين يحضرون ويكمرون الدورة التدريبية عبر الإنترنت، سيتم تزويدهم بشهادة إلكترونية من Holistique Training.

وخدمة اعتماد التطوير المهني (BAC) معتمدة من المجلس البريطاني للتقييم Holistique Training شهادات ISO 21001 أو ISO 9001 كما أنها معتمدة وفق معايير (CPD) المستمر 29993.

لهذه الدورة من خلال شهادتنا، وستظهر هذه النقاط على شهادة إتمام (CPD) يتم منح نقاط التطوير المهني المستمر واحدة عن كل ساعة CPD يتم منح نقطة، ووفقاً لمعايير خدمة اعتماد Holistique Training التدريب من لأي دورة واحدة نقدمها حالياً CPD حضور في الدورة. ويمكن المطالبة بحد أقصى قدره 50 نقطة.

Categories

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