

DIGITAL MARKETING DIPLOMA

Digital Marketing diploma is a part of MBA offered by our International Partners. Thus the diploma courses can be transferred as credits in your MBA

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Program Overview

In today's business reality, no one can deny the significant presence of digital era that transform dramatically how business forces interact. Especially the strong impact digital transformation influences the marketing functions and activities. This calls for a new marketing knowledge and different set of skills. The Modern-day digital marketers are expected to be competent in a host of skills, including analytics, copywriting, Social Media, SEO, Mobile ads, and more. But unless you're ready to invest tens of thousands of dollars and commit years of your life to get a degree in each discipline, you need a faster, more effective way to close the skills gap and keep yourself relevant in a changing market.

Brilliance Business School Digital Marketing diploma integrates marketing science and principles with various digital marketing strategy, functions and activities. It also focuses on the challenges faced by the marketing professionals in a complex digital arena. It closely examines the special concerns of professionals who manage marketing tasks and tracks the entire marketing digital process from planning to execution.

Program Objectives

- Learn how digital marketing strategy stems from overall strategic management
- Manage digital marketing function and marketing activities effectively
- Integrate digital marketing activities to set and achieve the marketing objectives
- Learn digital tools and techniques of marketing management
- Identify consumer behavior and buying habits to meet and exceed them
- Get acquainted with the social marketing different applications and tools

Program Content

No.	Modules	Duration
One	Digital Marketing Fundamentals	12 Hours
Two	Build Up Your Website & Manage Online Visibility	12 Hours
Three	Content and Content Management / SEO	12 Hours
Four	Social Media and Email Marketing	12 Hours
Five	Digital Advertising & Performance Media	12 Hours
Total		60 Hours



DIPLOMA OUTLINE

Module 1: Digital Marketing Fundamentals

- The Digital Age Vs. Old-Fashioned Marketing Practices
- Digital Marketing Major concepts
- How to set up your business in the digital sphere?
- Social Media Marketing and Engagement
- What's content? How content marketing contributes to any brand success?
- What's Search Engine Optimization and how it affects your digital marketing effort?
- Introduction to Email Marketing and where it stands in the purchasing funnel?
- What is Digital Marketing Measurement Strategy? How to implement an efficient one?

Module II: Build Up Your Website and Manage Your Online Visibility

- Setting up your Marketing Objectives & Measurement Plan your Business Website Must-haves
- Audience Structuring and Persona Building
- Manage your Website Content Do's and Don'ts
- Implementing SEO Strategy to easily get found
- Website SEO Assessment and Competition Analysis
- Keyword Research and Analysis
- Link building and Content Optimization
- On-Page SEO Vs. Off-Page SEO
- Software to automate the process of SEO
- Measurement Strategy and Iteration
- Case Studies and success stories

Module III: Content Marketing and Blogging

- What is Content Marketing?
- The role of content marketing in a multi-channel marketing world
- Understanding your business objectives for content marketing
- Identifying key user journeys and touch points, and creating compelling content for your target segments at the right time and right place.
- Brand storytelling – the role of branding and the

- across digital media channels.
- Measuring success – analytics and KPIs
- Content Marketing Role in SEO and PR
- Inspirational Content Marketing case studies

Module IV: Social Media and Email Marketing

- Introduction to Social Media Websites
- How to choose the best Social Media Mix For Your Business (Facebook, YouTube, Twitter and Instagram)
- Setting up the Social Assets & Strategy Setting
- Audience Segmentation Strategies
- Digital Engagement & Channels Moderation
- Email Marketing Essentials and its role in the overall Digital Marketing Mix
- The Do's and Don'ts of a perfect Email Shot
- Writing Styles and how to ensure an increasing open rate?
- What are the Email Campaign metrics to look after?
- Case Studies and success stories

Module V: Digital Advertising and Performance Media

- Overview of Digital Advertising and its key players
- What are the common goals of digital advertising? Touching on the concepts of conversion, lead generation and Engagement
- Google Ads and account setting
- Google Campaign Structure and Best Practices
- Ad Sizes and how to perfectly write a great ad copy?
- Display Vs Search Ad Campaigns
- Optimization Techniques For Google Advertising Campaigns and How to Measure Campaign Performance?
- Facebook Campaign and Ads Manager Structure (Power Editor)
- Different Types of FB Campaigns and How to set up your first campaign
- Determining audience segments by demographics and interests
- Reporting Campaign performance and Metrics to assess marketing objectives
- Introduction to LinkedIn Advertising

Participants' Profile

- Marketers who manage digital marketing at an operational level with eyesight on marketing strategy.
- A marketing executive who wants to strengthen digital marketing knowledge/ skills
- A manager who is involved in digital marketing in his company
- An entrepreneur or career shifter to digital Marketing Career

Instructor's Profile

The diploma is led by a group of instructors who are known for their significant teaching experience which is centered on marketing, in addition to their professional background in the field that with case studies and discussions to enhance the marketing experience



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