Global Horizon
TRAINING CENTER

Training Course:
Certified Digital Marketing Professional (CDMP)

8 - 12 December 2024
Dubai (UAE)
Residence Inn by Marriott Sheikh Zayed Road, Dubai

Training Course:
Certified Digital Marketing Professional (CDMP)

Training Course code: SM234832 From: 8 - 12 December 2024 Venue: Dubai (UAE) - Residence Inn by Marriott Sheikh Zayed Road, Dubai Training Course Fees: 4150 Euro

Introduction

Becoming a Certified Digital Marketing Professional CDMP will ensure you are equipped with the tools and skills to create a cohesive digital marketing strategy. There are ten comprehensive modules that cover all the disciplines involved in best practice digital marketing.

Businesses and recruiters prefer marketing professionals with genuine knowledge, skills, and experience verified by a certification that is accepted across industries. Continuous learning for any working professional is important for keeping themselves up to date with the current market trends. It also helps them expand their array of skill sets and become more flexible in the workplace.

This digital marketing course will not only help learners stand out and polish their existing skillset in the marketing domain, but it will also help them take that necessary leap to bigger and more ambitious roles.

Course Objectives of Digital Marketing

- Affiliate Digital Marketing
- Blogging and Digital Marketing strategies
- Content calendar strategy and implementation
- Make good use of professional templates and tools to write proposals and plans
- Content Marketing strategy
- SEO Content Marketing Concept and optimization
- Content creation tools
- Social media marketing types and strategies
- Posting Strategy
- Content Scheduling
- Frequency and types of posts
- Community management and digital communication
- Web analytics.

Target Audience

- Digital Marketing Foundations
- Website Optimization
- Content Marketing
- Social Community
- Social Media Marketing
- SEO
- Online Advertising
- E-Mail Marketing
- Analytics

Course Content

Module 1

Affiliate Marketing

Module 2

Blogging

Module 3

Content Marketing

Module 4

E-Commerce

Module 5

E-Mail Marketing

Module 6

Online Marketing

Module 7

SEO Marketing

Module 8

SEO Optimization

Module 9

Social Media Marketing

Module 10

Web Analytics

Requirements

The Certified Digital Marketing Professional CDMP Certification has no pre-requisites

Registration form on the Training Course:
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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng): ....
Position: ....
Telephone / Mobile: ....
Personal E-Mail: ....
Official E-Mail: ....

Company Information

Company Name: ....
Address: ....
City / Country: ....

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): ....
Position: ....
Telephone / Mobile: ....
Personal E-Mail: ....
Official E-Mail: ....

Payment Method

☐ Please find enclosed a cheque made payable to Global Horizon

☐ Please invoice me

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Easy Ways To Register

| Telephone: +201095004484 to provisionally reserve your place. | Fax your completed registration form to: +20233379764 | E-mail to us : info@gh4t.com or training@gh4t.com | Complete & return the booking form with cheque to:Global Horizon 3 Oudai street, Aldouki, Giza, Giza Governorate, Egypt. |