



*Training Course:  
Certified Digital Marketing Professional (CDMP)*

*24 - 28 June 2024  
Geneva (Switzerland)*

## Training Course: Certified Digital Marketing Professional (CDMP)

Training Course code: SM234832 From: 24 - 28 June 2024 Venue: Geneva (Switzerland) - Training Course Fees: 5250 €

### 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: Certified Digital Marketing Professional (CDMP)

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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
- ☐ Please invoice my company

### 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  
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Complete & return the  
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to: Global Horizon  
3 Oudai street, Aldouki,  
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