



*Training Course:  
Digital Marketing Fundamentals: A Practical  
Crash Course*

*13 - 17 May 2024  
Milan (Italy)*

## Training Course: Digital Marketing Fundamentals: A Practical Crash Course

Training Course code: SC235251 From: 13 - 17 May 2024 Venue: Milan (Italy) - Training Course Fees: 5775 € Euro

### Introduction:

In today's dynamic business landscape, digital marketing has become a cornerstone for success. This training program is crafted to empower non-digital marketers with the knowledge and skills necessary to navigate the digital realm effectively. Whether you're a business owner, a traditional marketer, or simply curious about the digital world, this program is designed to demystify digital marketing concepts and equip you with practical tools to thrive in the online space.

### Objectives:

- **Build Digital Literacy:** Develop a foundational understanding of key digital marketing concepts, terminologies, and strategies.
- **Strategic Thinking:** Learn how to align digital marketing efforts with overall business goals and objectives.
- **Practical Application:** Gain hands-on experience with essential digital marketing tools and platforms.
- **Audience Engagement:** Understand how to identify and connect with target audiences through various digital channels.
- **Measure and Optimize:** Acquire skills in tracking and analyzing digital marketing performance to refine strategies for continuous improvement.

### Target Audience:

- **Small Business Owners:** Looking to establish or enhance their online presence.
- **Traditional Marketers:** Seeking to transition into the digital space.
- **Professionals:** Interested in understanding and leveraging digital marketing for personal or career growth.

### Outlines:

#### Day One:

##### Digital Marketing Fundamentals

- Introduction to Digital Marketing
- Key Concepts and Terminologies

- Understanding the Digital Marketing Landscape

#### Day Two:

##### Strategic Planning

- Aligning Digital Marketing with Business Goals
- Developing a Digital Marketing Strategy
- Identifying Key Performance Indicators KPIs

#### Day Three:

##### Hands-on Tools and Platforms

- Introduction to Social Media Marketing
- Basics of Content Creation and Marketing
- Overview of Email Marketing

#### Day Four:

##### Audience Targeting and Engagement

- Understanding Your Target Audience
- Creating Buyer Personas
- Implementing Effective Engagement Strategies

#### Day Five:

##### Analytics and Optimization

- Introduction to Digital Analytics
- Interpreting Data and Metrics
- Continuous Improvement and Optimization Strategies

## Registration form on the Training Course: Digital Marketing Fundamentals: A Practical Crash 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: .....  
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### 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
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### Easy Ways To Register

Telephone:  
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