Global Horizon
TRAINING CENTER

Training Course:
Digital Marketing

23 - 27 June 2025
Rome (Italy)

Training Course code: SM234799 From: 23 - 27 June 2025 Venue: Rome (Italy) - Training Course Fees: 5750 ⏃ Euro

Introduction

The course is hugely interactive with projects, checklists & actionable lectures built into every section. Learn step by step how to market a business online from scratch across all the major marketing channels. Follow the steps of the program to get results at work, for your own business, or your digital marketing clients.

Course Objectives of Digital Marketing.

- Create a social media & digital marketing strategy

- Writing a Digital Marketing plan

- Budget planning for a monthly, quarterly, and yearly plan

- Content calendar strategy and implementation

- Make good use of professional templates and tools to write proposals and plans

- Content Marketing strategy

- Content Marketing vs. Traditional Marketing

- SEO Content Marketing Concept

- Content creation tools

- Posting strategy

- Content Scheduling

- Frequency and types of posts

- Community management and digital communication

- Create designs and posts without design or Photoshop skills using online design editors

- Social Media Calendar Templates

Course Outlines Marketing Management & Research methods

Day 1: Facebook for business, managers, Facebook Ads, and Analytics

- Facebook Pages - The essentials

- Page Moderation

- Facebook Hashtag's best practices

- Creator Studio & Latest Updates

- Setting up Business Manager

- Adding the pages & Creating Ad Accounts

- Connecting Facebook with the Website - Facebook Pixel

- Creating Catalogs & Shops

- Facebook ads objectives

- Understanding how ads work

- Performance & Analytics Metrics

- Target the website visitors on Facebook and the people who engaged with your pages.

- Setting up the platform to analyze the website traffic

- Understanding the Analytics Dashboard

- Analytics Metrics & Bounce Rate

- Audience Insights

- Acquisition & Channels - Where visitors came from

- Calculate the ROI of every traffic source

- Analytics Reporting - Decision making

- Behavior and Website pages analytics

Day 2: Instagram and LinkedIn and Google AdWords

Instagram

- Build a professional Instagram profile

- Instagram content best practices

- Stories & highlights for business

- Instagram verification

- Instagram Hashtag's best practices

- Instagram Analytics & Metrics

- Create effective Instagram campaigns and success stories

LinkedIn

- LinkedIn personal account vs. LinkedIn company pages

- Optimize your LinkedIn profile for the search engines

- Create a professional LinkedIn company page

- LinkedIn content strategy & best practices

- Optimize the content for the SEO to increase visibility on the search results

- Top LinkedIn mistakes to avoid

- B2B & B2C Marketing Strategies on LinkedIn

- Personalized ad messages on LinkedIn

- Improve business exposure on LinkedIn to increase revenue potential for the business

- **Hands-on** practice on various ad **campaigns**

- AdWords account setup

- Content Structuring

- Campaigns, Ad Groups, and Ads

Day 3: Twitter, TikTok and YouTube channel

Youtube

- Creating Your Own YouTube Channel

- An introduction to YouTube policies & guidelines

- How to run YouTube monetization and earn money

- Engage users by adding different elements to the video Cards, End-Screens, etc.

- Advanced tips and tricks to improve your YouTube Channel

- B2B & B2C Marketing Strategies on YouTube

- Improve business exposure on YouTube

Twitter

- Twitter Marketing growth strategy

- Content strategy, frequency, and types

- Twitter Hashtags, trends & tools to find the best hashtags.

- Twitter Marketing & Ads to get followers, retweets, generate leads, boost clicks, and drive sales.

- Ads pricing and best practices

- Targeting details

- Linking Twitter to the website

TikTok

- Branding Your TikTok Profile For Business

- Creating A Hashtag Challenge

- How Businesses Use TikTok In the real World

- Best TikTok marketing strategies to increase followers

- TikTok Marketing Do's And Don'ts

Day 4: Search Engine, and building your online store

- E-Commerce Building Blocks

- Setting goals & Creating a business plan

- Domain names, site structures, and top-level pages.

- Covering navigation tools, product pages, shopping carts, and the checkout process.

- Software Options & Solutions

- Creating an engaging User Experience

- E-Commerce Analytics

- Supporting your E-Commerce Business - Marketing the website

- How to integrate with payment gateways

- Integrate the website with email marketing tools for automated email campaigns

- Create marketing campaigns directly from Shopify

- Shopify reports and analytics for ongoing optimization

- Search Marketing: Organic, Local, and Paid Search

- How Search Engines work

- Keywords research

- Content Development & Keyword strategy

- Understanding Quality Score

- Setup the Conversions

- Track the return of the campaigns

- Remarketing on Google and all over the Web.

Day 5: Email Marketing, and the Final Project

- Setting up Goals & Conversions

- E-Commerce Analytics & Revenue Tracking

- Exclude the internal traffic employees and workers from the Analytics

- Measuring your Site's ROI Return on Investment - Conversions Tracking

- The basics of the Email Marketing tools

- Create and design successful email design templates

- Email design guidance

- Growing your email list to increase revenue potential

- Import your email contacts to MailChimp or Elastic Email

- Sending email campaigns to your database

- Sending customized emails

- Schedule Email campaigns

- Sending sales-driven and professional newsletters

- Read and analyze the email reports

- Analyze the open rate, views, and clicks

- Project brief and process

- A Project covering strategic thinking, creating a social media and digital marketing plan

- Applying the learning through setting the strategy, developing social media content, ads, online activities, and more.

Registration form on the Training Course:
Digital Marketing

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