



*Training Course:
Mastering Digital Marketing*

*1 - 5 March 2027
Lisbon (Portugal)*

Training Course: Mastering Digital Marketing

Training Course code: SM234972 From: 1 - 5 March 2027 Venue: Lisbon (Portugal) - Training Course Fees: 6050 € Euro

Introduction

Digital marketing has become a core driver of business growth, enabling organizations to reach, engage, and convert audiences through data-driven strategies and digital platforms. Mastery of digital marketing requires a combination of strategic thinking, technical skills, and continuous optimization.

This program, designed by Global Horizon Training Center, equips participants with comprehensive knowledge and practical tools to design, execute, and optimize digital marketing campaigns across multiple channels.

Course Objectives

By the end of this program, participants will be able to:

- Understand core digital marketing concepts and frameworks
- Develop integrated digital marketing strategies
- Use key digital channels effectively social, search, email
- Create engaging and optimized digital content
- Analyze campaign performance using data and analytics
- Optimize campaigns to improve ROI
- Manage customer engagement and conversion funnels
- Stay updated with digital marketing trends and tools

Target Audience

This program is designed for:

- Digital Marketing Professionals
- Marketing and Communication Specialists
- Social Media Managers
- Entrepreneurs and Business Owners
- Sales and Business Development Teams
- Professionals transitioning into digital marketing

Outline

Day 1: Digital Marketing Foundations

- Overview of digital marketing ecosystem
- Customer journey and digital touchpoints
- Key channels and platforms
- Digital strategy fundamentals
- Market positioning

Day 2: Content Marketing and Social Media

- Content strategy and planning
- Social media platforms Instagram, LinkedIn, TikTok
- Content creation and storytelling
- Engagement strategies
- Influencer marketing basics

Day 3: Search and Performance Marketing

- SEO fundamentals on-page, keywords
- Search Engine Marketing SEM
- Google Ads basics
- Website optimization
- Conversion funnels

Day 4: Email Marketing and Automation

- Email marketing strategies
- Campaign design and execution
- Marketing automation tools
- Customer segmentation
- Lead nurturing

Day 5: Analytics, Optimization, and Strategy

- Digital marketing KPIs
- Google Analytics basics
- Campaign performance analysis
- ROI measurement
- Optimization techniques and case studies

Registration form on the Training Course: Mastering Digital Marketing

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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