



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

*13 - 17 June 2027
Cairo (Egypt)*

Training Course: Digital Marketing Fundamentals: A Practical Crash Course

Training Course code: SC235251 From: 13 - 17 June 2027 Venue: Cairo (Egypt) - Training Course Fees: 4100 € 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 1:

Digital Marketing Fundamentals

- Introduction to Digital Marketing
- Key Concepts and Terminologies

- Understanding the Digital Marketing Landscape

Day 2:

Strategic Planning

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

Day 3:

Hands-on Tools and Platforms

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

Day 4:

Audience Targeting and Engagement

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

Day 5:

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

Training Course code: SC235251 From: 13 - 17 June 2027 Venue: Cairo (Egypt) - Training Course Fees: 4100
€ Euro

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
or training@gh4t.com

Complete & return the
booking form with cheque
to: Global Horizon
3 Oudai street, Aldouki,
Giza, Giza Governorate,
Egypt.