



## E-marketing

Date	Venues	(\$)Fees	Book your seat
08 Dec -12 Dec 2024	Bahrain	2900	<a href="#">Register Now</a>

## Course Overview

Online marketing became one of the most successful tools in advertising for any kind of business. It's the appropriate time to invest into the internet marketing and know the basic Concepts of that online world. The core of this course is awareness of Online Marketing world Techniques & Secrets, and how to reach targeted customers easily in a professional ways.

In this course we will Discuss the most popular online channels used by the targeted customers In order to reach potential internet customers, and how to create an integrated online marketing plan putting in consideration the popular online channels used by each country internet users that will help in building up a reputable online image for your business in the right place with the best ROI.

## Course Objective

- Be aware of Main Online Marketing Channels
- Understand how using e-marketing can achieve your business goals.
- Optimize Business website in a professional way
- Creating Online Ads
- Create an Online Marketing plan
- Manage & Monitor any Online Activity
- Measuring KPIs of every online marketing channel

## Who Should Attend?

- Junior Marketer
- Senior Marketer
- Junior Online Marketer
- Senior Online Marketer
- Business Development Manager
- Web Developer
- Web Designer
- Business Owner

Sales Manager

Sales Executives

Marketing Managers

Students

## **Course Outline**

Introduction to E-Marketing

Digital Marketing Strategy

Market Research

Crowd sourcing

Writing for the Web

Email Marketing

Online Advertising

Affiliate Marketing

Search Engine Marketing

Search Engine Optimization

Social Media Channels

Online Reputation Management

Customer Relationship Management (CRM)

Conversation Optimization

## **Training Methodology**

Presentation & Slides

Audio Visual Aids

Interactive Discussion

Participatory Exercise

Action Learning

Class Activities

Case Studies

Workshops

Games & Role plays



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