



**DM Arts**  
a c a d e m y

Professional Digital Marketing



**DIPLOMA**



[www.dmartts.academy](http://www.dmartts.academy)



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### Professional Digital Marketing Diploma Overview

Our Diploma's Objective is to provide our trainees with the needed skills, techniques & tools to be able to develop a fully professional integrated digital marketing communication project through latest trends' structured curriculum with four main phases: Foundation, Focus, Major, And Applied project.

**Certificate in Digital Marketing "CDM"** is the right step if you are looking forward to gaining the core knowledge, skills, and techniques of Digital Marketing.

**CDM** is a fully-fledged Digital Marketing program designed to help you go from a fundamental level to the performing level through main 5 modules of Digital Marketing delivered by industry experts and best practitioners in Egypt.

"Learn the rules like a professional then break them like an artist" - *Pablo Picasso*

### Who Should Join the CDM Program?

Our Professional Digital Marketing Diploma with its two majors of Social Media Marketing or Online Advertising is the right step for anyone with a role in the strategy planning, content creating, implementation, or outcomes monitoring of digital marketing activities & plans that need to develop his/her career – or anyone who would like to start his career in digital marketing and need to gain the core knowledge, skills, practices and techniques from foundation phase up till professionalization & take off phase.

#### What you will learn?

By end of this program you'll learn

1. You will be capable of using tools & techniques of social Media marketing in very efficient way.
2. You will be total aware of the essentials of digital advertising
3. You will be capable of managing digital campaigns with its different objectives, tricks, barriers, types and main components of the ads cycle.
4. You will be competent to establish and manage successful search engine campaign
5. You will be able to boost rank of your brand and enhance your inbound marketing by getting more visitors organically.
6. You will connect between the communication Etiquette and requirements of your business towards digital Media

## DIPLOMA MODULES

### Facebook & Instagram Advertising

This module provides you with the essentials of the Social Media communication industry and its landscape where you will know the known tools and techniques for social media marketing, and how to set up and optimize your Facebook campaigns.

24  
hours

### Content Creation for Social Media

By the end of this module, you will be able to understand what is your brand persona and your Buyer persona and how to set your editorial plan and the right voice of tune to easily reach your target audience throughout the social media platforms.

12  
hours

### Google GDN, and YOUTUBE

Advertising on Google is the main part of Digital Marketing. Google empowers businesses with very effective features and tools to reach their consumers wherever they are. In this module, Google Search campaigns are covered. The optimum set-up for them and the important tips to create and best results are also covered.

12  
hours

### Search Engine Optimization (SEO) for E-Commerce

SEO is one of the most cost-effective digital marketing strategies as it can deliver hundreds of targeted leads per day to your business for free. This module is a step-by-step guide to achieving a top ranking in Google search. Explained in the best practices model and all tools recommended.

12  
hours

## Facebook & Instagram Advertising

### SOCIAL MEDIA MARKETING COURSE

This course provides you with the essentials of the Social Media communication industry and its landscape where you will know the known tools and techniques for social media marketing, and how to set up and optimize your Facebook campaigns.

#### What will you learn?

- Community Management for Facebook & Instagram.
- Be able to create a campaign using business manager.
- Advertising on Facebook & Instagram.
- Understanding Types of Campaign Objectives.
- A/B Testing & its importance.
- How to set up the Highest Return with the lowest cost.
- Creating Ads Reporting & Reading the insights.
- Moderation & Crisis Management.

#### Course Outlines

##### COMMUNITY MANAGEMENT FOR FACEBOOK & INSTAGRAM:

- Introduction about Facebook & Instagram.
- Create Facebook page (Select the page category for relevant industry).
- Create Instagram account (Difference between Personal, Creator, Business accounts).
- Tools for community management basics.
- Page insights and how to read them to improve page.

#### How to create a business account.

- Difference between Business account, ad account, Personal ad account.
- Different Types of campaigns objectives.
- Why does this type of campaign fall under this category (engagement > consideration).
- Creating a campaign using the right objective according to the business plan.
- Indifference between the campaign, ad set, and ad.
- What does each could include?

#### TARGETING:

- Targeting the right audience.
- Setting up core audience.
- Setting up custom audience.
- Setting up look-alike audience.
- A/B Testing & its importance.

#### BIDDING & BUDGETING:

- Bidding concept.
- Campaigns optimizations.



## Content Creation for Social Media

### WHAT IS THE BASIC KNOWLEDGE OF CONTENT CREATION?

By the end of this course, you will be able to understand what is your brand persona and your Buyer persona and how to set your editorial plan and the right voice of tune to easily reach your target audience throughout the social media platforms.

Content strategy focuses on the planning, creation, delivery, and governance of content. Content not only includes the words on the page but also the images and multimedia that are used.

Content creation is the process of generating topic ideas that appeal to your buyer persona, creating written or visual content around those ideas, and making that information accessible to your audience as a blog, video, infographic, or other content formats.

### What will you learn?

- Introductory Knowledge of Content Strategy.
- How to plan buyer & brand personae, and competitor analysis.
- Understand the difference between Content Strategy and Content Calendar and the types of posts.
- Content Creation Skill using STEPPS Technique through Content Analysis.
- Building Content Creation Skill in storytelling.
- Enhancing Content Creation Skill.

### Course Outlines

#### STEPS TO CREATE CONTENT STRATEGY:

- How to Set Objectives (Audience Engagement)
- How to Create Situation (Analysis)
- How to Identify Target Audience and Buyer Persona
- How to Design Brand Persona / Tone of voice
- Media types (owned, paid, earned)
- Content copyrights
- What makes my content unique and successful?
- How to set Success metrics (KPIs)
- Research Methods
- Content Marketing Funnel
- Content Pillars

#### CONTENT CALENDAR:

- Content Strategy vs. Content Calendar
- How to implement a Content Calendar

#### INTRODUCTION ABOUT A POST:

- Types of posts in terms of paid and organic
- Understanding of different platforms and characteristics of posts for each
- Detailed Characteristics of Facebook & Instagram content

#### ANALYSIS OF THE STRUCTURE OF GOOD CONTENT:

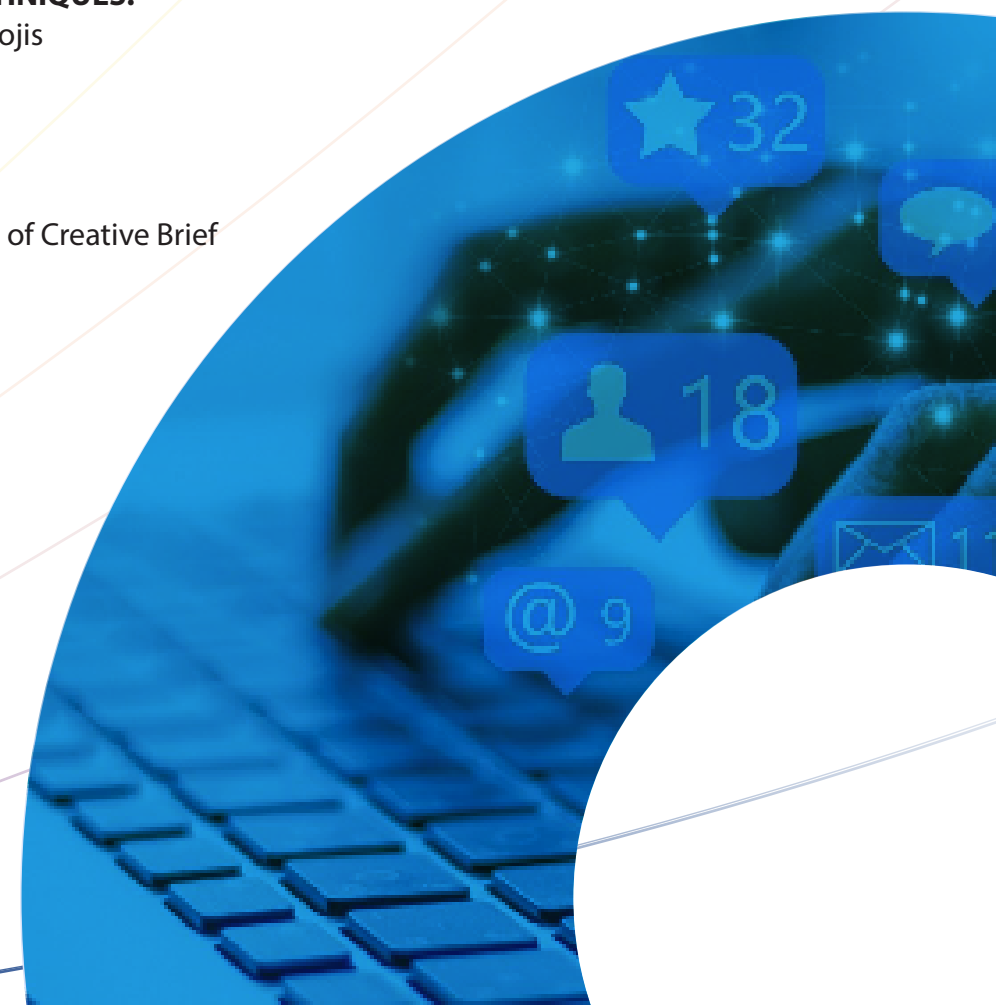
- What is STEPPS technique (Social Currency, Triggers, Emotions, Public, Practical Value and Stories)
- Examples of each acronym (Texts in both Arabic and English)

#### BUILDING THE SKILL OF CONTENT CREATION:

- Examples of Story Telling
- Checklist criteria of a good story telling

#### TOP PERFORMING CONTENT TECHNIQUES:

- How to use Tags, Hashtags, and Emojis
- How to write an engaging Caption
- Newsjacking & Brandjacking
- User-generated content
- Tool for create creative like Canva
- Introduction about the importance of Creative Brief



## Google GDN, and YOUTUBE Advertising

### GOOGLE DISPLAY NETWORK COURSE

Google has a huge network to display to ad on websites and every marketer should consider using this to market for his/her product. Your client is out there reading an article about the latest Yoga techniques on a famous sports website. Isn't it an opportunity to sell him/her your unique Yoga mattress?

Do you want to market for your service or product during your target audience is watching a video on YouTube? Definitely everyone wants to use the passion of people for watching videos on YouTube and have their ads run during the target audience is watching his/her video.

This course teaches you how to be able to reach your audience and market for your services or products using Google Display Network and Video Campaigns.

### What will you learn?

- Understanding Google Platform Essentials.
- Understanding of Google Ads and How to Create & Optimize GDN Campaign.
- How to setup GDN campaign & Manage ad Campaign.
- Understand bidding in Google Ads and Ranking technique.
- Create / Optimize YouTube Campaign.
- Implementation of Video Campaign.
- Preparation for Google Ads certification.

### Course Outlines

#### UNDERSTAND ESSENTIALS OF GOOGLE ADS:

- Introduction to Google Advertising / Why Google Ads is different.
- Understand Google Ads campaign types.
- Campaign types.

#### HOW TO SETUP CAMPAIGN:

- Essentials of GDN Campaign

#### UNDERSTAND ESSENTIALS OF GOOGLE ADS:

- Targeting: Device (Network, Type, Device, OS)
- Targeting: Audience (Demographic, Affinity, Intent)
- Targeting: Content (Keywords, Topic, Placement)

#### UNDERSTAND TARGETING & CAMPAIGN PARAMETERS IN GOOGLE ADS (GDN):

- **Targeting:** Device (Network, Type, Device, OS)
- **Targeting:** Audience (Demographic, Affinity, Intent)
- **Targeting:** Content (Keywords, Topic, Placement)
- Campaign parameters (Time, Duration, Freq., Capping)

#### HOW TO SETUP GDN CAMPAIGN:

- Adding ad (Upload) & design responsive ad

#### USE GOOGLE ADS PLATFORM IN AN EASY WAY:

- How to edit your campaign
- Google Ads platform go through
- How to optimize your campaign

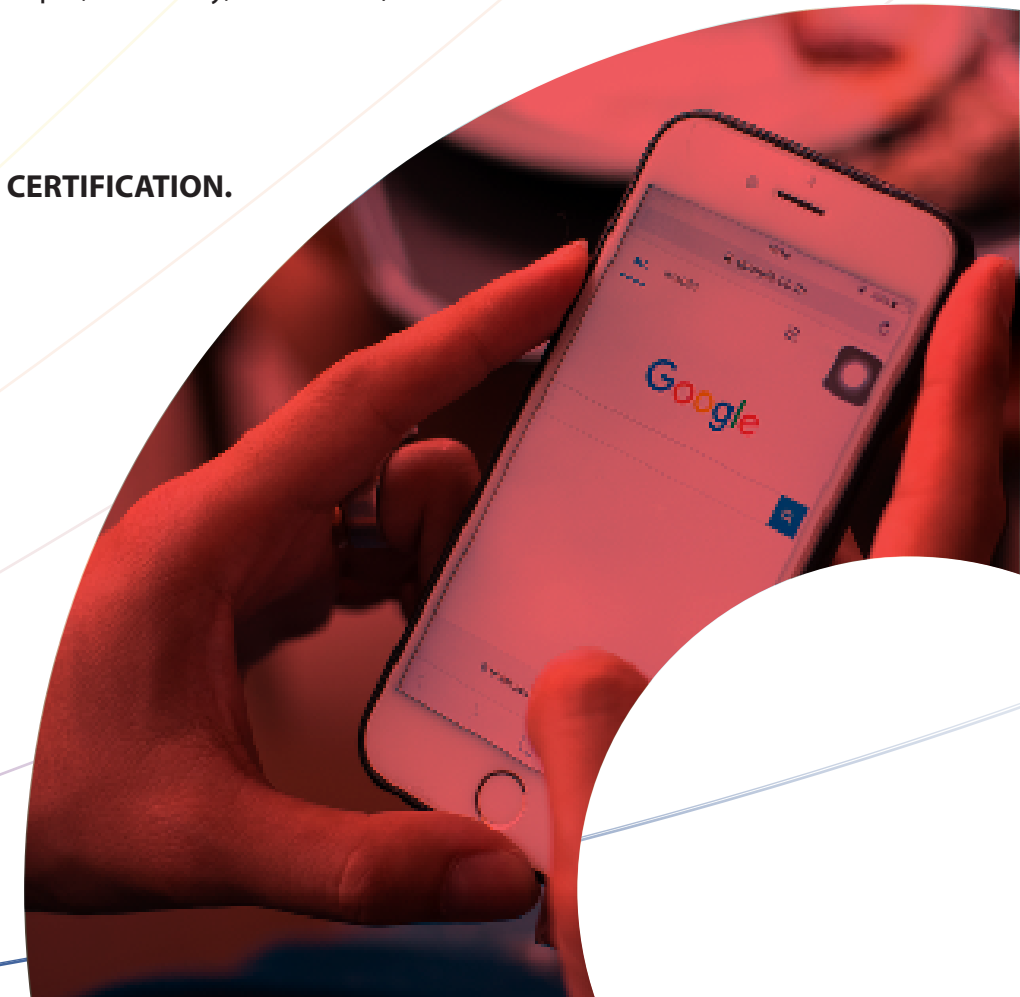
#### UNDERSTAND BIDDING IN GOOGLE ADS AND RANKING TECHNIQUE:

- Google bidding technique
- Performs the role of Google in choosing best bid.)
- Quality score and Ad rank (Google Ad Rank video)
- Advanced Bidding options (CPA, ROAS, etc.)

#### HOW TO SETUP YOUTUBE CAMPAIGN WITH ALL ADS TYPES:

- Essentials of Video Advertising
- Types of YouTube ads (In Stream, Bumper, Discovery, Math head)
- Targeting in YouTube
- Setup YouTube campaign
- Applying on Google Ads platform

#### PREPARATION FOR GOOGLE ADS CERTIFICATION.



## Search Engine Optimization for Ecommerce (SEO)

### E-COMMERCE SEO IMPROVES YOUR ONLINE VISIBILITY AND REPUTATION.

SEO is one of the most cost effective digital marketing strategies as it can deliver hundreds of targeted leads per day to your business for free. This module is a step by step guide to achieving a top ranking in Google search. Explained in the best practices model and all tools recommended.

An SEO strategy is the process of organizing a website's content by topic to improve the likelihood of appearing in search results. Essentially, it is the process you follow in order to maximize the opportunity to gain organic traffic from search engines.

Your SEO marketing strategy is the key to unlocking your brand's growth potential. It's how you rank on search engine results pages (SERPs), drive organic traffic to your website, and ultimately grow conversions and sales.

### What will you learn?

- Understanding how Search Engines Work.
- How to select the best keywords for your website.
- How to optimize web pages using all available on-page ranking factors.
- How to prepare web site for search engine robot visit.
- Optimizing Dynamic Web Site and Off-page Optimization.
- Using Google Web Master Tool for Optimization.

### Course Outlines

#### UNDERSTAND HOW SEARCH ENGINES WORK:

- Basic Terms to Help in Understanding SEO
- Definition of SEO
- Compare SEO & SEM
- How Search Engines Works
- Crawlers / Robots / Spiders
- Stages: Crawling, Indexing, & Ranking

#### PREPARE THE WEBSITE USING SITEMAP.XML & ROBOT FILE CREATION:

- Keyword Research
- Understanding Keyword Research
- Keywords targeting and prioritizing
- Evaluate keyword competitiveness
- The Purchase Funnel Keywords
- Google Keyword Planner Tool

#### HOW TO USE OFF-PAGE RANK FACTORS TO SUPPORT YOUR RANKING ON GOOGLE:

- Off-Page Optimization
- Quality back- link building
- Social Media referrals importance
- Using Google Web Master Tool for Optimization

#### HOW TO USE GOOGLE WEB MASTER TOOL TO OPTIMIZE YOUR WEB SITE (WEBMASTER):

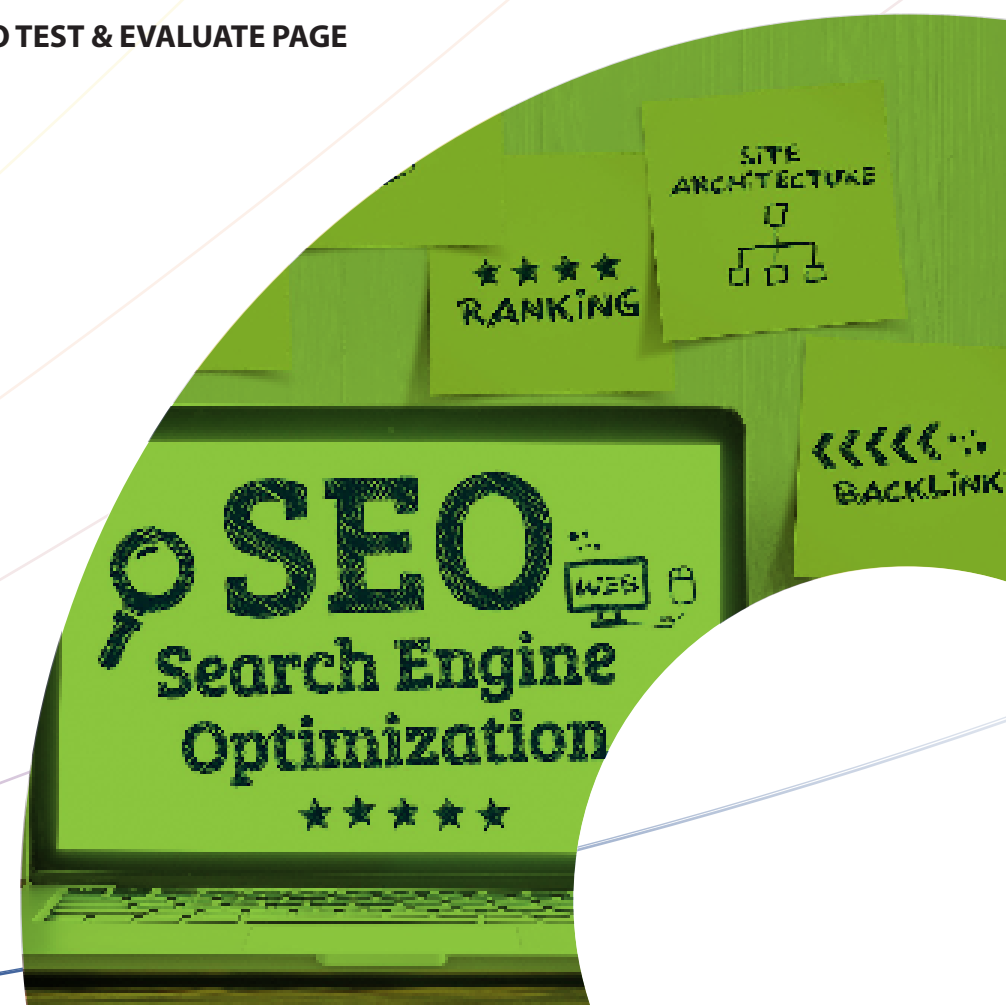
- Monitoring and Tuning
- Google Web Master tool
- Google Analytics Monitoring
- SEO Marketing Tools

#### UNDERSTANDING ON-PAGE RANKING FACTORS:

- URL structure & domain Optimization
- Title Tag Optimization
- Description Meta-Data Tag Optimization
- Headline Tag Optimization
- Content Writing for Search Engine
- Images and Alt Tag Optimization
- Internal & External Links Optimization

#### HOW TO PREPARE WEB SITE FOR SEARCH ENGINE ROBOT VISIT

#### HOW TO USE AUDITING TOOLS TO TEST & EVALUATE PAGE





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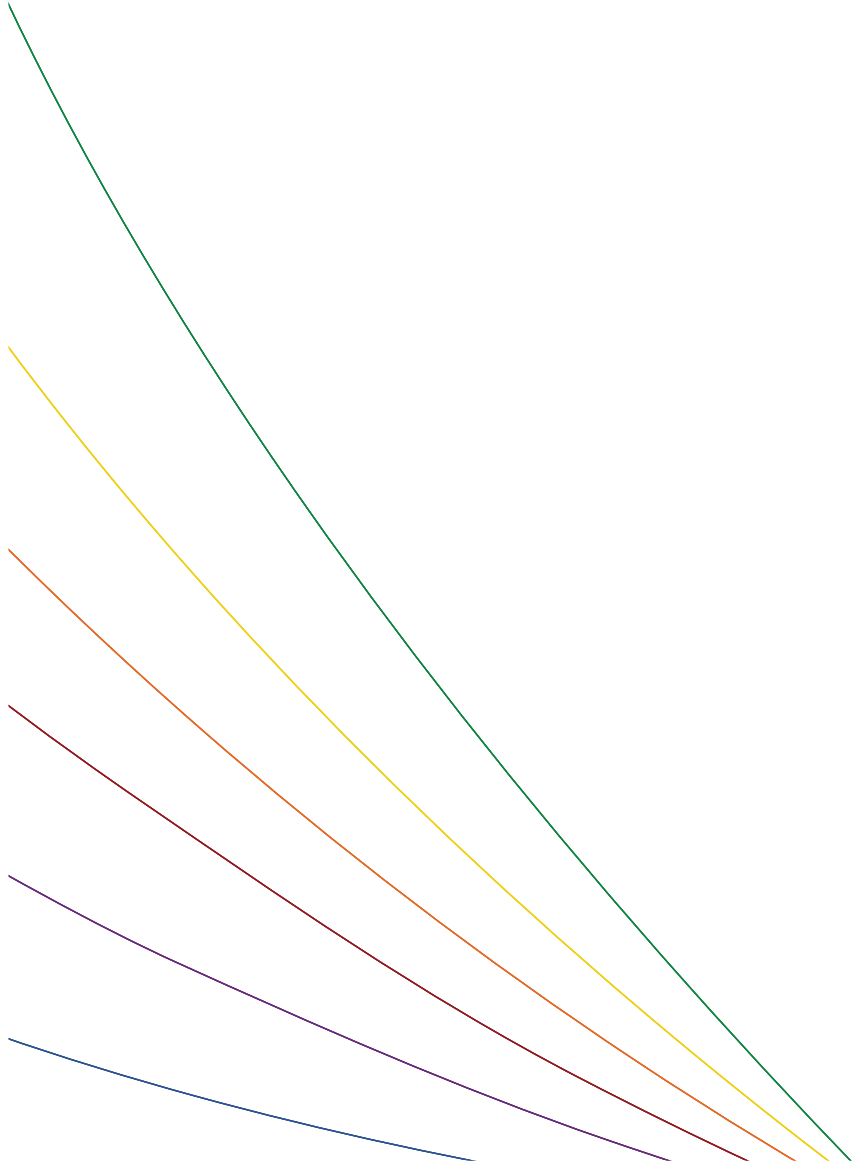


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