

# Digital Marketing Training

## Mastering Your Skills



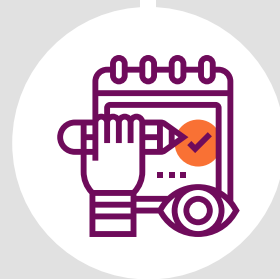
Digital marketing training courses will help you unlock your business's game-changing digital marketing potentials, and develop your marketing skills using learning, best practices, and skills that will help you succeed in marketing.

Whether you are looking to boost your business's marketing performance, digitize your knowledge, or develop your career in digital marketing; you will gain advanced digital marketing skills that you can further hone to formulate your own success paths.

### Designed to Your Needs, Delivered at Your Convenience



Whether you have limited knowledge of digital marketing, or you are a professional marketer looking to further develop your skills in some areas; I've got you covered with both entry-level courses and advanced-level courses.



All of the provided courses offer maximum flexibility; with the ability to schedule course sessions to your convenience, while delivered completely online via Zoom.

## Start Your Path of Digital Marketing Excellence

I provide a wide range of digital marketing online courses, including Inbound Marketing, Social Media Marketing, and Search Engine Marketing (SEM), that will help you build/upgrade your digital capabilities, and solve real-world business challenges.

### Inbound Marketing Course



In this course, you will explore the foundation of inbound, the inbound strategy fundamentals and how to apply them to your business. You will learn about the inbound strategy stages, inbound marketing techniques and tools including buyer personas, inbound content, blogging, inbound social media, converting and nurturing leads, and more. By completing this course, you will be able to build and implement a productive inbound marketing strategy.

### Social Media Marketing Course



In this course, you will learn how to plan and execute effective social media marketing strategies and campaigns. This includes setting up social media marketing objectives, choosing channels accordingly, determining campaigns types, as well as identifying targeted audiences, bidding strategies, ad formats, analytics metrics, and best practices. By completing this course, you will be capable of shaping the conversation around your business, implementing effective social media marketing campaigns, and attracting new customers and partners.

### Search Engine Marketing (SEM) Course



In this course, you will learn how to reach out to audiences who are searching for and interested in the products/services that you offer. Through this course, you will explore the Google Ads platform and learn how to use its tools and different types of campaigns to their full potential according to your business objectives. I will illustrate how to set up and manage different Google Ads campaigns, including Search, Display, Video (YouTube), Shopping, and Apps Ads to advertise your business online, reach your targeted audiences, and achieve your marketing goals.

## Customize Your Own Course

I provide customized digital marketing courses that are tailored to meet your unique needs and requirements. These courses are developed to cover certain digital marketing areas and subjects that you would like to further advance your skills in.

The course could combine several digital marketing aspects, tools, and techniques, or it focus on a specific subject according to your demands.

We will start by discussing what digital marketing skills you would like to improve and your marketing objectives, and then I'll design a practical framework to develop your own customized digital marketing course.

### Google Ads Professional Certified



Google has recognized me as a Google Ads certified professional, meaning that I've passed multiple assessments that assess my product expertise. I'm qualified to help you grow your business on the web using Google Ads.

### HubSpot Inbound Marketing Certified



I'm Inbound Marketing certified by HubSpot. This means that I'm fully capable and proficient at helping businesses apply the fundamentals of inbound methodology, build efficient inbound marketing strategy, and implement inbound marketing techniques that range from content creation to social promotion to converting and nurturing leads and beyond.



**MAR**  
Digital Marketing

+44 7446 955198

hello@mardigitalmktg.com

www.mardigitalmktg.com

