

jellyfish

TRAINING

Digital Marketing Training

October 20 – 22, 2020

Time: 9:00am – 3:00pm

Brought to you by



مؤسسة الكويت للتقدم العلمي
Kuwait Foundation for the Advancement of Science

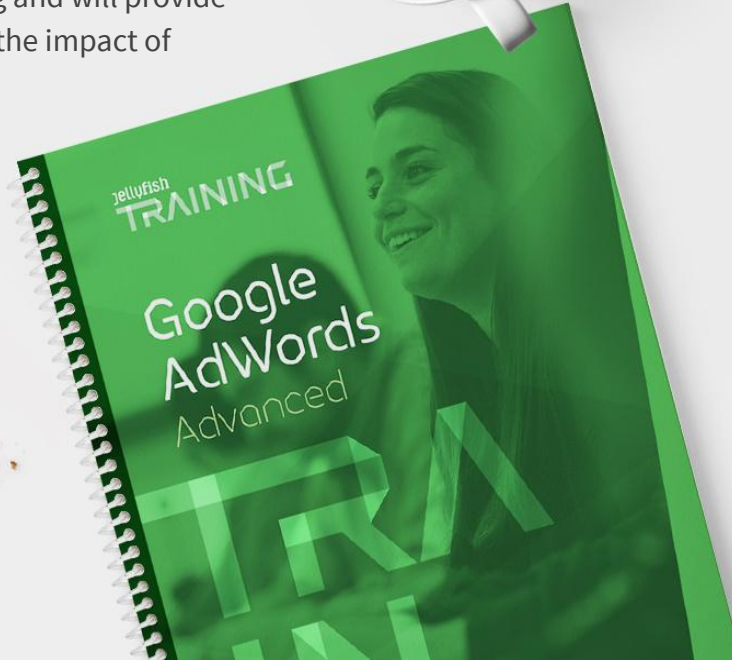
Our aim, is to positively
change and inspire the
lives, careers and futures
of the people we train

Digital Marketing Program Objectives

- You will be able to explain how digital marketing has disrupted the traditional marketing mix
- You will understand the online consumer journey and how to effectively target your customers
- You will be able to explain the role of the core digital marketing channels
- You will be able to set clear objectives for the different digital marketing channels
- You will be able to write a digital marketing plan

Participant Profile

This course is perfect for someone that is new to digital marketing or a marketer looking to enhance their digital knowledge and skill set, this course will cover the fundamental principles of digital marketing and will provide attendees with an opportunity to examine the impact of these on their own business environments.



Training Program Overview

Day 1

- Introduction to Digital Marketing Theory
- The Consumer Journey
- Social Media Marketing

Day 2

- Search Engine Optimisation
- Programmatic Media Buying
- Introduction to Demand Side Platforms

Day 3


- Paid Search and the Google Display Network
- Mobile and Video Marketing
- Google Analytics
- Digital Marketing Strategies

Logistics

 **Date**
October 20 – 22, 2020

 **Timing**
9:00am – 3:00pm

 **Location**
Kuwait

 **Contact Details**
Phone: +965 2278100
Ext: 1853/1879/1883/1877/1875
email: training@kfas.org.kw

 **Registration Link:**
<https://oe.kfas.org.kw/Event?ID=160>

jellyfish

TRAINING

learn more, do more

—

—

—

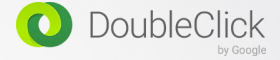
Digital Professional
Development

learn more, do more



jellyfish
TRAINING

Brands we've trained





Digital Marketing

We now live in a digitally disrupted world where every business needs an understanding of how people behave online. Our digital marketing course provides key insights around how to get a competitive advantage, digital marketing tactics, strategies and channels to successfully reach, engage and convert users online.

Sarah Kerrigan

Social Media Trainer & Evangelist





jellyfishtraining #posit madnes on today's #socialmedia training course!
 #colourful #postitnotes #learning
 #lovetolearn #upskill #creative #inspire
 #digitalmarketing #digital #communication
 #JFTraining



jellyfishtraining A few happy delegates enjoying some teamwork exercises from today's User Experience course 🧑🏻‍💻🧑🏻‍💻

#teamworkmakesthedreamwork #jfraining
 #lovetolearn #UX #develop #optimise
 #uxprocess

markshirran this is awesome!!

30 likes

DECEMBER 13, 2017

Add a comment...



jellyfishtraining Today's #Facebook course delegates planning a full funnel Facebook campaign using paid, owned and earned media. 🧡 #lovetolearn #digital #marketing #strategy #socialmedia #communication #creative #planning #JFTraining

social20cent Amazing !
 inviteez Wow!



jellyfish TRAINING