

8 WEEK COMPREHENSIVE DIGITAL MARKETING COURSE

All sessions are from
9AM - 12PM

Attendees are required to bring their laptops to all 8 sessions

Week 1

An Introduction to 360 Degree Digital Marketing Solutions

Sunday 18 September 2016

Above Digital will touch base on the 4 pillars of digital marketing - Website, Blog & Content, Advertising & Email Marketing

Confirm your Registration

Registration closes :
Thursday 15th September 2016

CLICK HERE

Week 2

How To Optimize Your Website And Convert Visitors To Customers

Monday 26 September 2016

This session will explain the design and functionality elements of a website that helps increase conversions & get higher ROI

Confirm your Registration

Registration closes :
Sunday 25th September 2016

CLICK HERE

Week 3

Creating Content that Sells

Wednesday 12 October 2016

Discussing how to think about content, creating content calendars and best practices for blogs and social media content

Confirm your Registration

Registration closes :
Monday 10th of October 2016

CLICK HERE

Week 4

Reach Your Audience By Building Paid & Unpaid Traffic

Wednesday 19 October 2016

Analysis of how to get organic traffic & paid traffic through PPC, pros & cons of both with case studies.

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Registration closes :
Monday 17th of October 2016

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DUBAI CHAMBER
DUBAI BUSINESS WOMEN COUNCIL

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Week 5

Get Instant Results With Cost Effective Facebook Advertising

Sunday 6 November 2016

Exploring strategies, processes, and creative that go into making ads on Facebook

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Registration closes :
Thursday 3rd of November 2016

Week 6

How To Sky-Rocket Your ROI With Advanced Facebook Ad Tools

Thursday 10 November 2016

Learning in depth about the tools required to make a FB ad - Power Editor, Pixels, Custom Audiences & Lookalike Audiences.

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Registration closes :
Tuesday 8th of November 2016

Week 7

How To Retain Customers with E-mail Marketing

Tuesday 15 November 2016

Best practices for creating Newsletters using Quick Email Marketing

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Registration closes :
Sunday 13th of November 2016

Week 8

Increase Your ROI With Automated Marketing Funnels

Tuesday 22 November 2016

Discussing how e-mail and advertising funnels are created for converting leads, upselling and remarketing.

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Registration closes :
Sunday 20th of November 2016

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