التسويق الرقمي

اغتناء
Eغtinaa
غنيٌ معرفيٌ ومهاري للمستقبل

Digital MARKETING

KFU
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Digital MARKETING

About the Program:

The aim of this program is to prepare the participants with necessary skills and competencies required to perform tasks in the area of digital marketing. The concept of digital marketing is one of the initiative taken by the business professionals in order to cope with various challenges including meeting customers demand and marketing their product effectively and efficiently. Digital marketers use various channels to perform marketing activities such as search engine, email, social media or websites to connect with customers. Therefore, digital marketing becomes vital for any business, which forces business owners to have business, or brand website where customers can get information about brand or business. Not just a website, digital marketing has multiple strategies and tactics to attract customers, spread awareness about business or brand among customers and gain competitive advantage through innovative digital marketing tools.

Program Courses: Four courses:

-Digital Marketing Fundamentals
-Strategies to Create Digital Contents
- Digital Marketing Tools
- Digital Communication Campaign
- At the end of the program, participants will be required to submit a final project in which they will design and implement a digital marketing plan for specific products or services and present in the class. Further details and guideline to complete the project will be provided throughout the training session.

Target of the program:

- Marketing Managers
- Students
- Employees working in marketing department
- Entrepreneurs who are planning to start their own business or planning to market their product.
- Young entrepreneurs

Duration of the Program: 6 Weeks

Language of Program: English

Fee: 1399 SR

Date of Registration: Now

Partners: Marketedia, acquaint Communications, تمكين للتقنيات