

★★★★★

MR-191 2 Days (14 Hours)

This training provides you with all the keys to digital marketing with a strategic and operational vision, necessary for its integration into your overall marketing approach. The key principles and issues of web marketing strategy, SEO and social media are deciphered in a pragmatic way allowing for easy transposition into your business.

For whom

Marketing manager, product manager and market manager. Digital marketing project manager taking up position. Webmaster and responsible for digital marketing actions taking up his position.

Prerequisites

Aucune

- Acquire a vision and an operational approach to digital marketing.
- Appropriately the approach and the tools to define a digital marketing strategy.
- Integrate the levers of a referencing strategy (SEM, SEO, SEA).
- Know the panorama of social networks to develop its presence.

Training program

Introduction au marketing digital

Planification, création et mise en œuvre d'une stratégie de Marketing digital

Modèle pour définir une stratégie de marketing digital

Référencement naturel SEO.

Ecriture pour l'internaute et pour les moteurs de recherche.

Google Ads. •

Facebook Ads.

Instagram Ads

Content marketing

Inbound marketing.

Linkedin Ads

Mass Mailing, SMS, Whatsapp.

Call To Action.

Emailing Marketing

Marketing automation

Image not found or type unknown

(+212) 5 22 27 99 01

tel

Image not found or type unknown

(+212) 6 60 10 42 56

whatsapp

Image not found or type unknown

Contact@skills-group.com

email

Image not found or type unknown

Corner of bd Abdelmoumen and rue Soumaya, Shehrazade 3 Residence, 7th floor N° 30, Casablanca 20340, Morocco

email

Image not found or type unknown

We are at your disposal

De Lun - Ven 09h00-18h00

Google My Business