



International Training  
Center Paris

# TRAINING SCHEDULE

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# DIGITAL MARKETING ADVANCED

## Overview:

Digital marketing advanced training is designed for professionals who already have a solid foundation in digital marketing and are looking to enhance their skills and knowledge to drive more significant results for their organizations. The training aims to provide participants with an in-depth understanding of the latest digital marketing trends, advanced strategies, and techniques to help them develop and execute successful digital marketing campaigns.

**The primary objectives of a digital marketing advanced training program include:**

- **Mastery of Advanced Digital Marketing Concepts:** The training will delve into the latest digital marketing trends and advanced strategies such as artificial intelligence, chatbots, and advanced analytics. Participants will gain an in-depth understanding of how these concepts can be used to improve their digital marketing efforts.
- **Advanced Analytics and Measurement:** The training will provide participants with advanced knowledge of analytics and measurement techniques for digital marketing. Participants will learn how to analyze and interpret data to optimize their campaigns and improve their ROI.
- **Advanced Paid Advertising Techniques:** The training will cover advanced paid advertising techniques such as advanced bidding strategies, advanced audience targeting, and ad copy optimization. Participants will learn how to use these techniques to increase their ROI and drive more traffic to their websites.
- **Advanced Social Media Marketing:** The training will cover advanced social media marketing concepts such as social listening and monitoring, social media advertising, and influencer marketing. Participants will learn how to use these techniques to increase engagement, improve brand awareness, and drive more traffic to their websites.
- **Advanced SEO Techniques:** The training will provide participants with advanced knowledge of SEO optimization, technical SEO, and advanced keyword research and analysis techniques. Participants will learn how to use these techniques to improve their website's search engine rankings and drive more organic traffic.

- **Advanced Email Marketing Strategies:** The training will cover advanced email marketing strategies such as behavioral triggered emails, email automation, and advanced segmentation and personalization techniques. Participants will learn how to use these techniques to improve their email marketing ROI and increase customer engagement.
- **Advanced Content Marketing Strategies:** The training will provide participants with advanced knowledge of content marketing strategies such as interactive content, user-generated content, and content promotion tactics. Participants will learn how to use these techniques to increase engagement and drive more traffic to their websites.

## Targeted Groups:

- Digital marketing managers
- SEO specialists
- E-commerce managers
- Marketing professionals aiming to deepen their digital expertise
- Individuals looking to optimize digital campaigns

## Planning:

### Day 1: Advanced SEO Strategies

- Review of SEO basics
- Advanced keyword research and analysis
- Technical SEO optimization
- Link building tactics
- Advanced SEO measurement and reporting

### Day 2: Advanced PPC Advertising Strategies

- Review of PPC basics
- Advanced PPC campaign optimization techniques
- Ad copy and design optimization
- Advanced bidding strategies
- A/B testing and conversion rate optimization

### **Day 3: Advanced Social Media Marketing Strategies**

- Review of social media marketing basics
- Advanced social media listening and monitoring techniques
- Social media advertising strategies
- Influencer marketing
- Advanced social media measurement and reporting

### **Day 4: Advanced Email Marketing Strategies**

- Review of email marketing basics
- Advanced email segmentation and personalization techniques
- Behavioral triggered emails
- Advanced email automation techniques
- Advanced email measurement and reporting

### **Day 5: Advanced Content Marketing Strategies**

- Review of content marketing basics
- Advanced content creation techniques (e.g., interactive content, user-generated content)
- Content distribution and promotion tactics
- Advanced content measurement and reporting
- Content marketing analytics and optimization

### **Day 6: Advanced Video Marketing Strategies**

- Review of video marketing basics
- Advanced video creation and optimization techniques
- Video advertising strategies
- Video analytics and optimization
- Advanced video measurement and reporting

### **Day 7: Advanced Web Analytics and Conversion Rate Optimization**

- Review of web analytics basics
- Advanced web analytics techniques
- Conversion rate optimization (CRO) principles and techniques

- Advanced A/B testing and experimentation
- Advanced measurement and reporting techniques for CRO

### **Day 8: Emerging Trends in Digital Marketing**

- Overview of emerging digital marketing trends
- Artificial intelligence and machine learning in digital marketing
- Voice search and virtual assistants
- Chatbots and conversational marketing
- The future of digital marketing

### **Day 9: Advanced Marketing Automation**

- Review of marketing automation basics
- Advanced marketing automation techniques
- Lead scoring and nurturing
- Advanced CRM integration
- Advanced marketing automation measurement and reporting

### **Day 10: Digital Marketing Leadership and Strategy**

- Review of digital marketing leadership and strategy fundamentals
- Developing a digital marketing strategy
- Building and leading a digital marketing team
- Digital marketing budgeting and planning
- Advanced digital marketing reporting