



International Training  
Center Paris

# TRAINING SCHEDULE



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# DIGITAL MARKETING FOR ADMINISTRATIVE PROFESSIONALS

## Overview:

In today's digital age, marketing has evolved beyond traditional methods to include digital marketing techniques. Digital marketing for administrative professionals training is designed to equip administrative professionals with knowledge and skills required to manage digital marketing activities effectively. This training will cover various digital marketing strategies, tools, and techniques that are relevant in today's market.

Objectives:

- Understand the fundamentals of digital marketing and its importance in today's business environment
- Develop an understanding of different digital marketing strategies and their applications
- Learn how to create and implement effective digital marketing campaigns
- Understand the role of various digital marketing channels such as email, social media, and search engines
- Learn how to measure and analyze digital marketing campaign performance

This Digital Marketing for Administrative Professionals training program provides participants with the knowledge and skills needed to effectively leverage digital marketing tools and techniques to promote their organization's brand and engage with customers. By the end of the program, participants will have gained a deep understanding of digital marketing strategies, including search engine optimization, social media marketing, email marketing, and content marketing. With this knowledge, they will be able to contribute to the success of their organization's marketing efforts and drive growth.

# Targeted Groups:

- Marketing assistants
- Social media coordinators
- Administrative professionals supporting digital marketing efforts
- Office managers overseeing online presence
- Professionals seeking to develop digital marketing skills

# Planning:

## Day 1: Introduction to Digital Marketing

- Overview of digital marketing and its importance in today's business environment
- Understanding target audience and buyer personas
- Developing a digital marketing strategy

## Day 2: Website Optimization and Content Marketing

- Website optimization techniques and best practices
- Content marketing strategy and creation
- Content marketing tools and analytics

## Day 3: Social Media Marketing

- Social media marketing strategy and planning
- Social media platforms and their features
- Social media analytics and measurement

## Day 4: Email Marketing and Search Engine Optimization (SEO)

- Email marketing best practices and tools
- SEO basics and optimization techniques
- Keyword research and analysis

## Day 5: Digital Advertising and Analytics

- Digital advertising strategies and types
- Creating digital ads
- Measuring and analyzing digital marketing campaign performance
- Understanding digital marketing metrics and KPIs