



International Training
Center Paris

TRAINING SCHEDULE



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DIGITAL SALES AND MARKETING

Overview:

The Digital Sales and Marketing training program is designed to equip participants with the skills and knowledge required to successfully navigate the digital landscape and develop effective digital marketing and sales strategies. The program covers a range of topics, including online advertising, social media marketing, search engine optimization, email marketing, and web analytics.

Objectives:

- Develop an understanding of the digital marketing landscape and its role in modern sales
- Learn how to develop effective digital marketing strategies to drive customer engagement and sales
- Understand how to use social media platforms for effective marketing
- Learn how to optimize online advertising campaigns for maximum ROI
- Develop an understanding of search engine optimization techniques and how to implement them
- Learn how to create effective email marketing campaigns
- Understand how to use web analytics to track and analyze digital marketing performance

The training program will include lectures, case studies, group discussions, and practical exercises. Participants will have the opportunity to apply the concepts learned in the training program to real-world digital marketing and sales scenarios. By the end of the training program, participants will have an understanding of the digital marketing landscape and its role in modern sales, the skills and knowledge necessary to develop effective digital marketing and sales strategies, and the ability to use various digital marketing tools to drive customer engagement and sales.

Targeted Groups:

- Digital sales representatives
- Online business development managers
- E-commerce professionals focused on digital sales
- Marketing professionals integrating digital sales strategies
- Entrepreneurs seeking to enhance online sales efforts

Planning:

Day 1: Introduction to Digital Sales and Marketing

- Overview of digital marketing and its role in modern sales
- Understanding customer behavior online
- Overview of the digital marketing funnel

Day 2: Online Advertising

- Types of online advertising
- Best practices for online advertising campaigns
- Measuring the success of online advertising campaigns

Day 3: Social Media Marketing

- Overview of social media marketing
- Developing a social media strategy
- Creating effective social media content

Day 4: Search Engine Optimization (SEO)

- Overview of SEO
- Developing an SEO strategy
- Best practices for on-page and off-page SEO

Day 5: Email Marketing and Web Analytics

- Overview of email marketing
- Developing an email marketing campaign
- Overview of web analytics and how to use it to measure digital marketing performance.