

The 360 Degree Agile Digital Marketing Training Course

15 – 19 February 2027
Paris

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Training Center

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Ref: 1002_170 **Date:** 15 – 19 February 2027 **Location:** Paris **Fees:** 5700 Euro

Overview:

"The 360 Degree Agile Digital Marketing Course" is a comprehensive training course aimed at evolving marketing strategies to effectively compete in today's fast-paced digital landscape. This course provides in-depth knowledge of how to leverage marketing tools and agile methodologies to drive a successful marketing strategy. Course offerings span from understanding the fundamentals of email marketing to becoming a marketing specialist in social media platforms like Instagram, Facebook, and Twitter. Participants will learn about SEO tools, creative copywriting, and the emotional appeal in marketing, along with mastering digital marketing for mobile apps. The course will also offer professional training on Google Analytics and AdWords. This training program paves the way for learners to get a Certification Training Course in agile digital marketing.

Target Audience:

- Marketing Managers
- Digital Marketing Strategists
- Social Media Coordinators
- SEO Specialists
- Copywriters
- Anyone seeking to enhance their digital marketing skills.

Targeted Organizational Departments:

- Marketing
- Sales
- PR
- Customer Service Departments
- IT

Targeted Industries:

- E-commerce
- IT and Software
- Advertising Agencies
- PR Firms
- Any industry seeking to strengthen their digital presence.

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Course Offerings:

Participants will be able to:

- Leverage agile methodologies in marketing strategies
- Use SEO tools to optimize online presence
- Harness the power of social media for business growth
- Develop compelling marketing copy
- Utilize Google Analytics and AdWords professionally
- Develop and implement an effective app marketing plan

Training Methodology:

This course utilizes a blend of interactive sessions, group work, case studies, and hands-on practices. Each topic is paired with relevant real-world examples and exercises. Participants will also have the opportunity to work on a capstone project, applying what they've learned to a mock digital marketing strategy. Agile methodologies will be practiced throughout the course, fostering a responsive and collaborative learning environment.

Course Toolbox:

Participants will have access to:

- Workbook with templates and checklists
- Reading materials on digital marketing best practices
- Access to premium SEO and marketing tools
- Google Analytics and AdWords resources
- Access to a community forum for ongoing support.

Course Agenda:

Day 1: Understanding Agile Digital Marketing

- Topic 1: Introduction to Agile Methodologies in Digital Marketing
- Topic 2: Social Media Marketing Strategies: Facebook, Instagram, Twitter, linkedin, youtube
- Topic 3: Fundamentals of Email Marketing
- Reflection & Review: Review of the day's learnings and interactive Q&A session

Day 2: Leveraging SEO and Copywriting

- Topic 1: Mastering SEO Tools and Best Practices
- Topic 2: Creative Copywriting for Digital Marketing
- Topic 3: Emotional Appeal in Marketing Communications
- Reflection & Review: Practical SEO and copywriting exercises, group discussions

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Day 3: Google Tools and Analytics

- Topic 1: Advanced Google AdWords
- Topic 2: Google Analytics Advanced
- Topic 3: Practical Analytics: Understanding and Implementing Data-Driven Strategies
- Reflection & Review: Case study discussion on Google Analytics and AdWords

Day 4: Marketing in the Mobile World

- Topic 1: Developing an App Marketing Plan
- Topic 2: Digital Marketing for Mobile Apps
- Topic 3: Affiliate Marketing using Instagram
- Reflection & Review: Interactive session on app marketing strategies

Day 5: Certifications and Beyond

- Topic 1: Preparing for a Certification Training Course in Digital Marketing
- Topic 2: Exploring Careers as a Marketing Specialist
- Topic 3: Creating a Robust Marketing Strategy: Capstone Project
- Reflection & Review: Presentation and feedback on the Capstone Project

How This Course is Different from Other Digital Marketing Courses:

"The 360 Degree Agile Digital Marketing Course" offers a unique blend of traditional marketing strategies and innovative digital marketing tools, underpinned by agile methodologies. Participants will gain hands-on experience with top marketing tools and platforms, alongside learning from case studies drawn from diverse industries. The course provides a professional pathway to certification, distinguishing it from other digital marketing courses.