



# **The 360 Degree Agile Digital Marketing Training Course**



**AGILE LEADERS**  
Training Center



## The 360 Degree Agile Digital Marketing Training Course

### 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.

### 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

### **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.

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



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## Gamified and Interactive Training

We understand that training delivery can be challenging, both online and offline. To ensure engagement and achieve learning objectives, we have developed our own activities and collaborated with industry-leading solutions to gamify our training sessions. This approach increases interaction levels and guarantees effective learning outcomes.



## Our Training Categories

We cover a wide range of training categories to cater to different needs and interests

- Branding, Marketing, Customer Relations, & Sales Programs
- Political & Public Relations Programs
- Finance and Accounting Programs
- Project Management Programs
- Human Resources Management Programs
- Quality & Process Management
- Management & Leadership Programs
- Self-Development Programs

Join Agile Leaders today and embark on a transformative journey towards becoming a more agile and effective leader. Experience our customer-centric approach, actionable training, and guaranteed return on investment. Let us help you unleash your full potential in the dynamic business landscape.



## Where to Find Us

You can join our training programs at our centers located in



We also offer online training sessions through the Zoom platform.

- Malaysia**  
Kuala Lumpur
- Morocco**  
Casablanca
- Spain**  
Barcelona
- France**  
Paris
- UK**  
London
- Italy**  
Rome
- Egypt**  
Cairo  
Sharm El-Sheikh
- Turkey**  
Istanbul
- Georgia**  
Tbilisi
- Azerbaijan**  
Baku
- UAE**  
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