

Scandinavian Academy
Training Center

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Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

Course: Professional Diploma in Digital Marketing

Code	City	hotel	Start	End	price	Language - Hours
DIP-735SA	Riyadh	Hotel Meeting Room	2027-03-28	2027-04-08	21450 SR	En - 50

About this Diploma

The digital revolution has fundamentally transformed the way we work, communicate, and engage with consumers. In today's competitive landscape, digital marketing is no longer optional—it is a core component of every successful business strategy. Whether you are looking to launch a career in digital marketing, enhance your existing skills, or become a leader in your industry, this diploma is designed to equip you with the tools, techniques, and strategies needed to thrive in the digital world.

This comprehensive 10-day professional diploma provides an in-depth 360° understanding of how to effectively plan, strategize, implement, and measure high-performing digital marketing campaigns. Developed by industry giants such as Google, Microsoft, and Facebook, this program delivers best practices, applied skills, and global industry-recognized methodologies to help you master digital marketing and drive real business results.

Regardless of whether you have prior knowledge in digital marketing or are starting from scratch, this diploma will empower you with the latest tools, platforms, and insights to become a digital marketing expert.

General Objective

This diploma aims to provide participants with a deep understanding of digital marketing strategies, tools, and techniques to create high-impact marketing campaigns that drive business growth, engagement, and conversions.

The Professional Diploma in Digital Marketing will enable you to:



- Conduct digital research, set business objectives for campaigns, and develop a targeted digital marketing strategy.
- Build and publish a well-designed and high performing and optimized website aligned to your business goals.
- Create and curate compelling and innovative content that drives ROI.
- Set up, optimize, create, execute, and report on organic and paid ad campaigns on Facebook, Twitter, LinkedIn, Instagram & Snapchat.
- Boost your website’s organic ranking by optimizing technical on-page and off-page elements.
- Create and manage paid search campaigns in Google Ads and use Google Analytics to measure performance.
- Use Google Ads to create display and video advertising campaigns and ads using a variety of platforms to evaluate their impact and performance.
- Design effective emails that generate leads, retain customers, and inspire evangelists.
- Set goals for your business and website and understand how analytics tools are used to help measurement.
- Use owned, accessed, desk, audience, competitor, and social listening research to create a how-to guide for all digital marketing activities.

How to prepare a professional diploma

- The diploma is held by the direct training system
- Number of hours 80 training hours
- Classes start at 08:00 am and end at 05:00 pm

Certificates

- The trainee is given a certificate documenting his attendance, participation and interest in the diploma, attested by the Swedish Ministry of Foreign Affairs
- 80% of the diploma hours must be completed to obtain the certificate

Advantages of attending and participating in diploma activities with the Scandinavian Academy for Training and Development in the Kingdom of Sweden

- After completing the diploma and successfully passing it, the trainee participating in the diploma gets a training scientific bag that includes:
  - An integrated training package containing (certificate of attendance, participation and interest in the diploma attested by the Swedish Ministry of Foreign Affairs - the scientific material for the diploma)
- The Scandinavian Academy for Training and Development is a specialized training company registered in the Kingdom of Sweden under the number - 559173-7431
- The certificate issued by the Scandinavian Academy for Training and Development is not considered an academic certificate, but rather a professional certificate documenting participation and attendance in training activities. All attestations of the certificate are commercial attestation only, not academic.

Day 1: Introduction to Digital Marketing

- Understanding the Digital Marketing Landscape
- Traditional Marketing vs. Digital Marketing
- The Digital Consumer Journey & Online Buying Behavior
- Core Digital Marketing Channels & How They Work Together
- Setting Business Objectives for Digital Marketing Campaigns
- Workshop: Creating a Digital Marketing Strategy Framework

Day 2: Content Marketing – Crafting Engaging Digital Content

- The Role of Content in Digital Marketing
- Content Marketing Strategy & Planning
- Writing for the Web & Social Media
- Video Content & Storytelling for Engagement
- SEO-Optimized Content for Increased Visibility

- Workshop: Creating High-Impact Content for Digital Campaigns

Day 3: Social Media Marketing – Building Brand Influence

- Developing a Social Media Strategy
- Social Media Advertising on Facebook, Instagram, Twitter & LinkedIn
- Understanding Social Media Algorithms & Organic Reach
- Leveraging Influencer Marketing & User-Generated Content (UGC)
- Measuring Social Media Performance & Engagement
- Workshop: Setting Up and Running a Social Media Ad Campaign

Day 4: Search Engine Optimization (SEO) – Driving Organic Traffic

- Introduction to SEO & Why It Matters
- On-Page SEO (Keywords, Meta Tags, URL Structure, Content Optimization)
- Off-Page SEO (Link Building, Guest Blogging, Social Signals)
- Technical SEO (Website Speed, Mobile Optimization, Schema Markup)
- SEO Tools & Google Search Console
- Workshop: Conducting an SEO Audit and Optimizing a Website

Day 5: Paid Search (PPC) Advertising with Google Ads

- Introduction to Paid Search (PPC) and How It Works
- Google Ads Structure & Campaign Setup
- Keyword Research & Bidding Strategies
- Writing High-Converting Ad Copy
- A/B Testing and Performance Optimization
- Workshop: Creating & Launching a Google Ads Search Campaign

Day 6: YouTube & Display Advertising – Visual Marketing Strategies

- The Power of Video Marketing in the Digital Space
- YouTube Advertising Formats & Best Practices
- Google Display Network (GDN) & Retargeting Strategies

- Programmatic Advertising & Behavioral Targeting
- Workshop: Creating & Managing a YouTube Video Ad Campaign

Day 7: Email Marketing – Building & Nurturing Relationships

- Email Marketing Strategies for Engagement & Conversions
- Building Email Lists & Segmentation for Personalization
- Writing Effective Email Copy & Call-to-Action (CTA) Strategies
- A/B Testing & Automation in Email Marketing
- Workshop: Designing & Executing a High-Performing Email Campaign

Day 8: Website Optimization – Converting Visitors into Customers

- Understanding User Experience (UX) & Conversion Rate Optimization (CRO)
- Designing High-Performing Landing Pages
- Call-to-Action (CTA) Optimization for Higher Conversions
- Website Speed, Mobile Optimization & Accessibility Best Practices
- Workshop: Enhancing Website Performance & User Experience

Day 9: Analytics & Performance Measurement with Google Analytics

- Understanding Digital Analytics & Its Importance
- Google Analytics Setup & Key Metrics to Track
- Traffic Sources, Audience Behavior & Conversion Tracking
- Attribution Models & Measuring ROI from Digital Campaigns
- Workshop: Analyzing Marketing Data & Creating Performance Reports

Day 10: Digital Marketing Strategy & Final Assessment

- Integrating All Digital Channels into a Cohesive Strategy
- Developing a Multi-Channel Digital Marketing Plan
- Budgeting & Forecasting for Digital Campaigns
- Final Case Study & Assessment: Creating a Comprehensive Digital Marketing Plan**

The Scandinavian Academy for Training Center adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

Program Timings: 9:00 AM to 2:00 PM

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

Our Success Partners

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