

# DIGITAL MARKETING MASTER

Start Slide



## ABOUT US

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# Welcome to our Academy

Creative Academy is a dynamic and innovative Digital Marketing Academy and Agency that has quickly established a reputation for excellence in the industry. Founded by a team of seasoned Digital Marketing experts, Creative Academy offers a range of services that are designed to help businesses of all sizes achieve their marketing goals in the digital space.



# Creative Academy

Your creative zone



## About Our Number



**+10,000**

**TRAINEES**

**+5000**

**PROJECTS**

**+10**

**COUNTRIES**



# About Our Features

## Our Professionals Features



### Certificate

A certificate approved by the academy after completing the master's degree



### Updated Material

Master materials are updated lifetime



### 100% Practical

The Master's degree is applied 100% Practical



### Technical Support

Lifetime technical support through Facebook and WhatsApp groups





# Our Great Instructors



**Mustafa Khalaf**

Digital Marketing Instructor



@mkhalf78

**Abdulrahman Youssef**

Digital Marketing Instructor



@AbdelrahmanYousefMarketlo



**Youssef Ali**

Digital Marketing Instructor



@yousif-ali





## عضوية نقابة التجارة الالكترونية والتسويق الإلكتروني

الحصول علي كارنية عضوية نقابة التجارة الالكترونية والتسويق الإلكتروني مع الحصول علي تصريح من النقابة لتغيير الوظيفة في البطاقة الشخصية والاستفادة من مميزات النقابة

**About Our  
Partner**

سَهَاوَة

تشهد نقابة التجارة الإلكترونية والتسويق الإلكتروني

**YOUR NAME HERE** / أن الأستاذ  
قد حصل على

**دبلومة التجارة الإلكترونية والاستيراد والتصدير**

في الفترة من ٢٠١٩ / ٠٢ / ٢٥ إلى ٢٠١٩ / ٠٧ / ١٨

النقيب العام  
خالد محمد خالد  




الأمين العام  
عبد الرازق محمد خالد  


# شهادة معتمدة نقابة التجارة الإلكترونية والتسويق الإلكتروني

الحصول علي شهادة معتمدة من نقابة التجارة  
الإلكترونية والتسويق الإلكتروني

**About Our  
Partner**



# Uni Bulks

الحصول علي برنامج Uni Bulks الخاص بالـ WhatsApp Marketing بشكل مجاني لمدة شهر كامل

**About Our  
Partner**







# Easyorders

الحصول علي 50% Bouns Credit لمتدريينا

**About Our  
Partner**



# Master Content

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**Marketing  
Introduction**

02



**DIGITAL  
MARKETING  
OVERVIEW**

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**SOCIAL  
MEDIA  
MARKETING**

04



**MEDIA  
BUYING**

05



**WEBSITE  
CREATION  
(WORDPRESS)**

06



**SEARCH  
ENGINE  
OPTIMIZATION**

07



**GOOGLE  
ADS**

08



**E-COMMERCE**

09



**SOCIAL  
MEDIA  
DESIGN**

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**CONTENT  
MARKETING**

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**DIGITAL  
MARKETING  
PLAN**

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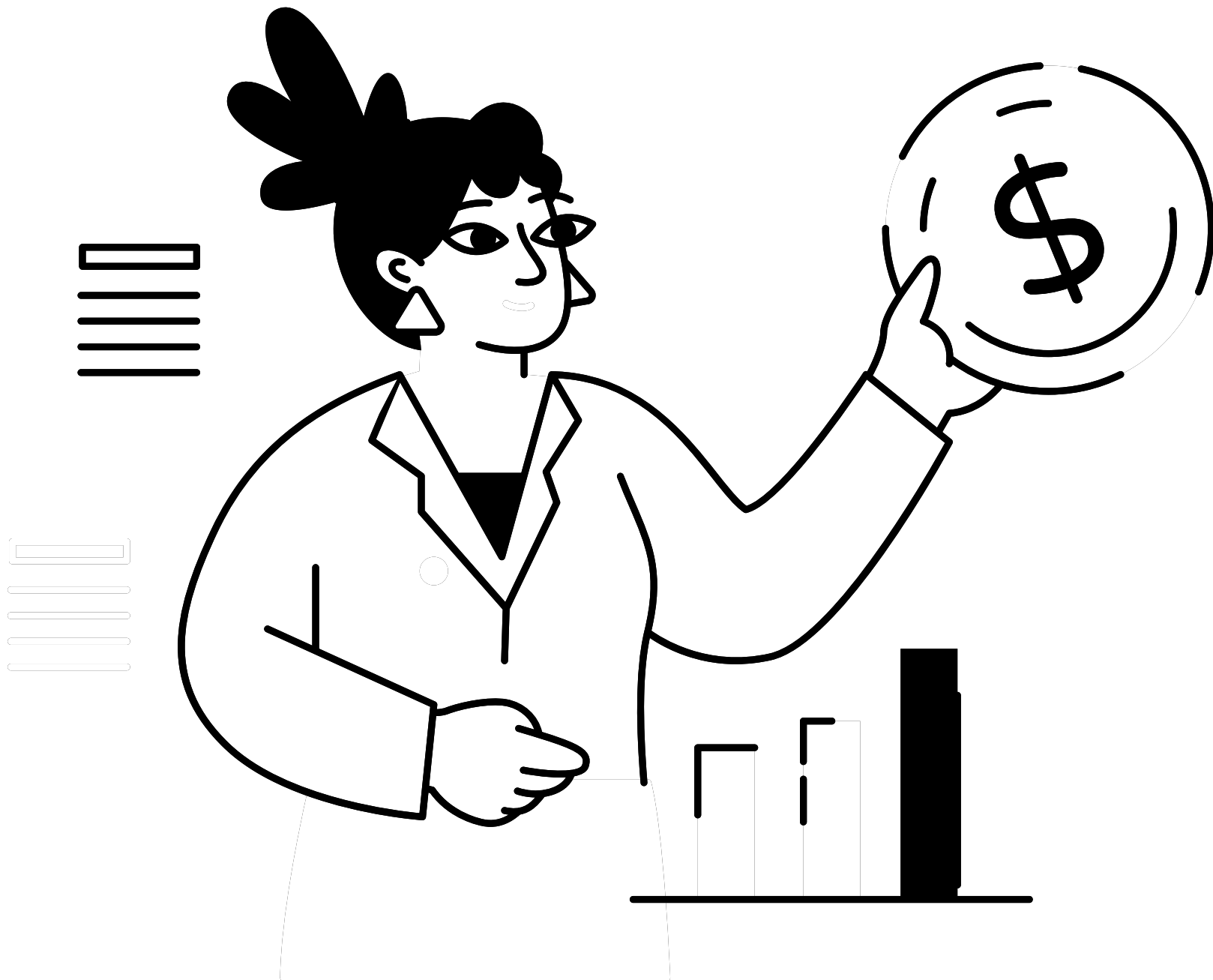


**DIGITAL  
MARKETING  
Ai Tools**



# MARKETING & DIGITAL MARKETING OVERVIEW

- Marketing Definition
- Traditional Concept Of Marketing
- Modern CONCEPT Of Marketing
- Customer Behavior
- Marketing Mix (4P's)
- What is Digital Marketing
- Digital marketing Channels
- Digital Marketing Best Practices



# SOCIAL MEDIA MARKETING

## Facebook :

- Company Page Creation
- Page Optimization
- SEO for Facebook Page
- Page Insights
- Competitors Analysis

## Instagram :

- Instagram for Business
- Hashtags & Trends
- Instagram Content Strategy
- Instagram Hacks & Tricks





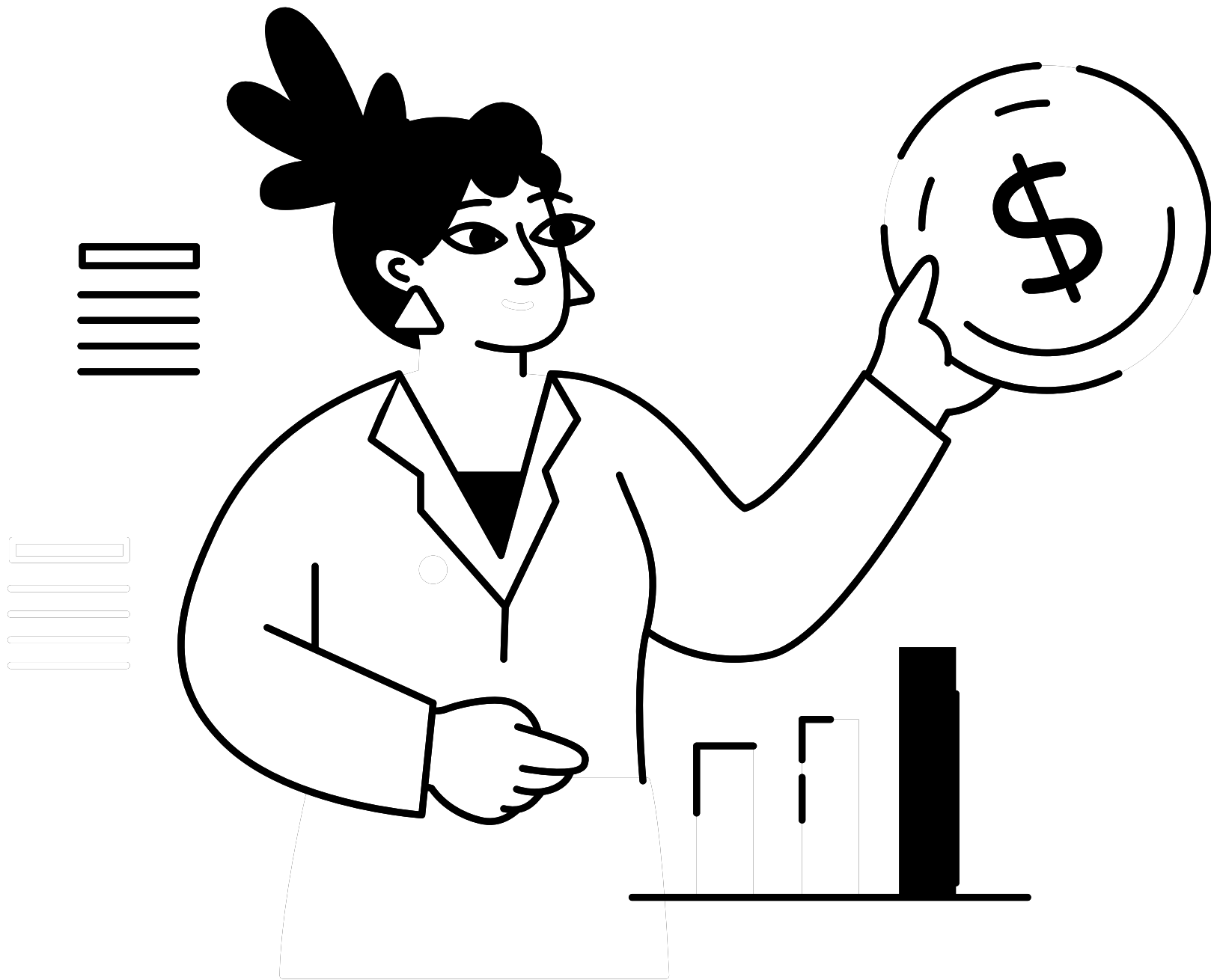
# SOCIAL MEDIA MARKETING

## **Snapchat :**

- Account Creation
- Account setting
- How to Create Your Awesome Story
- Snap Map
- Snapchat Strategy

## **LinkedIn :**

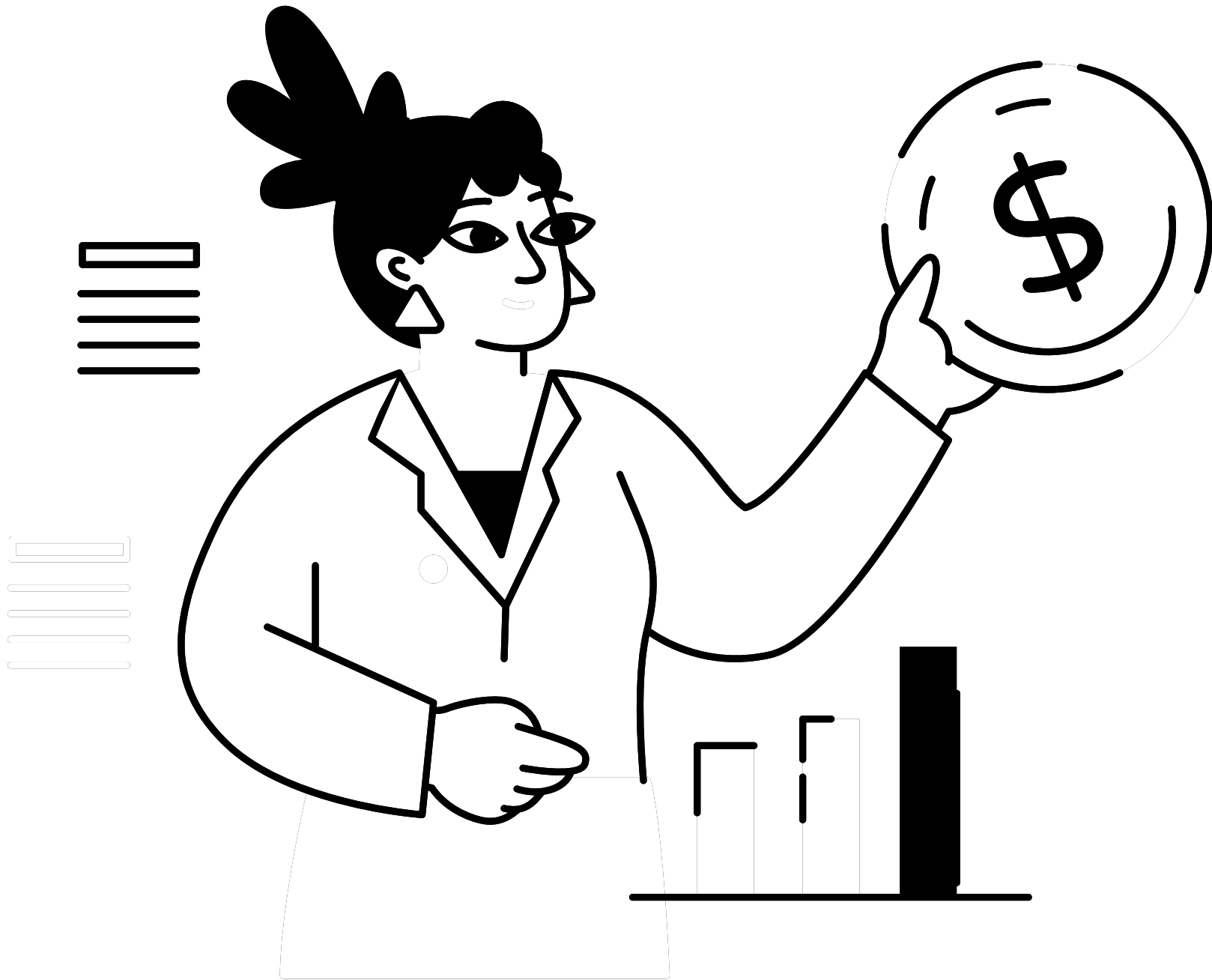
- How to Build Your Professional Profile
- Develop Your Profile to Advanced Level
- LinkedIn Content Strategy
- How to Create a Company Page
- Company Page Analysis



# SOCIAL MEDIA MARKETING

## YouTube :

- YouTube Channel Creation
- Video Marketing
- Upload your 1st Video
- Channel Optimization
- SEO for videos
- YouTube Settings
- YouTube Video Editing
- YouTube Policies & Terms
- YouTube Content Strategy
- YouTube Analysis



# SOCIAL MEDIA MARKETING

## TikTok :

- TikTok Professional Account
- Upload 1st Video
- Hashtags & Trends
- TikTok Content Strategy
- TikTok Hacks & Tricks

## WhatsApp Business :

- Whatsapp Business
- Whatsapp Optimizations
- Whatsapp Sending Data
- WhatsApp Hacks & Tricks



# MEDIA BUYING

## Meta Ads

- Facebook Business Manager
- Facebook Ads Objectives
- Campaign Schedule
- Meta Campaign Structure
- Campaign budget & bidding
- Campaign Optimization
- Facebook Ads Guide
- Meta Ads Roles & Policies
- Billing & Payment methods
- Campaign Analysis





# MEDIA BUYING

## **Snapchat :**

- Business Account Creation
- Campaign Objectives
- Targeting
- Budget & Bidding
- Audience Insights
- Snap Publisher
- Snapchat Ads Strategy

## **LinkedIn :**

- LinkedIn Ads Intro
- Campaign Manager Creation
- Campaign Objectives
- Targeting
- Budget & Bidding
- Campaign Analysis



# MEDIA BUYING

## TikTok Ads

- TikTok Ads Intro
- TikTok Business Center
- Tiktok Ads Objectives
- Campaign Schedule
- TikTok Campaign Structure
- Campaign budget & bidding
- Campaign Optimization
- Billing & Payment methods
- Campaign Analysis



# WEBSITE CREATION (WORDPRESS)

- Wordpress Overview
- Host & Domain Registration
- WordPress Setup
- WordPress C-Panel
- Wordpress Basic  
(Blog / Pages / Editing)
- Themes / Widgets / Menus
- Plugins
- Security / Updates
- Web Host / Backup



# SEARCH ENGINE OPTIMIZATION

- SEO Introduction
- SEO overview
- How to optimize your website & blog for SEO
- Generate optimized content for SEO
- How to make Keyword Research
- On-Page Factors
- On-Page Analysis
- Off-Page Factors
- Google Search Console
- Google Analytics
- SEO Tools
- SEO Planning





# GOOGLE ADS

- Google Ads Overview
- Create a Google Ad Account
- Research Keywords with the Google Keyword Planner
- Keyword Analysis
- Creating Ad Campaigns
- GSN & GDN & Video Campaigns
- Campaign Optimization
- Analyzing and Reporting Campaign Performance
- Managing Bidding and Budgets
- Create Negative Keyword

# E-COMMERCE

- Meaning of E-commerce
- E-commerce Mindset
- Choose the winning Product
- Strat a marketing strategy
- Product Page Creation
- Ad Copies
- Conversion Tracking
- Testing Strategies
- Scaling Strategies
- Analysis & Reporting





# SOCIAL MEDIA DESIGN

- Graphic Design Concept
- Marketing concept
- Branding concept
- Design basics
- Adobe Photoshop
- Perspective
- Color Matching
- light & shadow
- Font & Text
- Types of Designs
- Manipulation
- Canva
- Behance
- Social Media Design Presentation
- Final Project



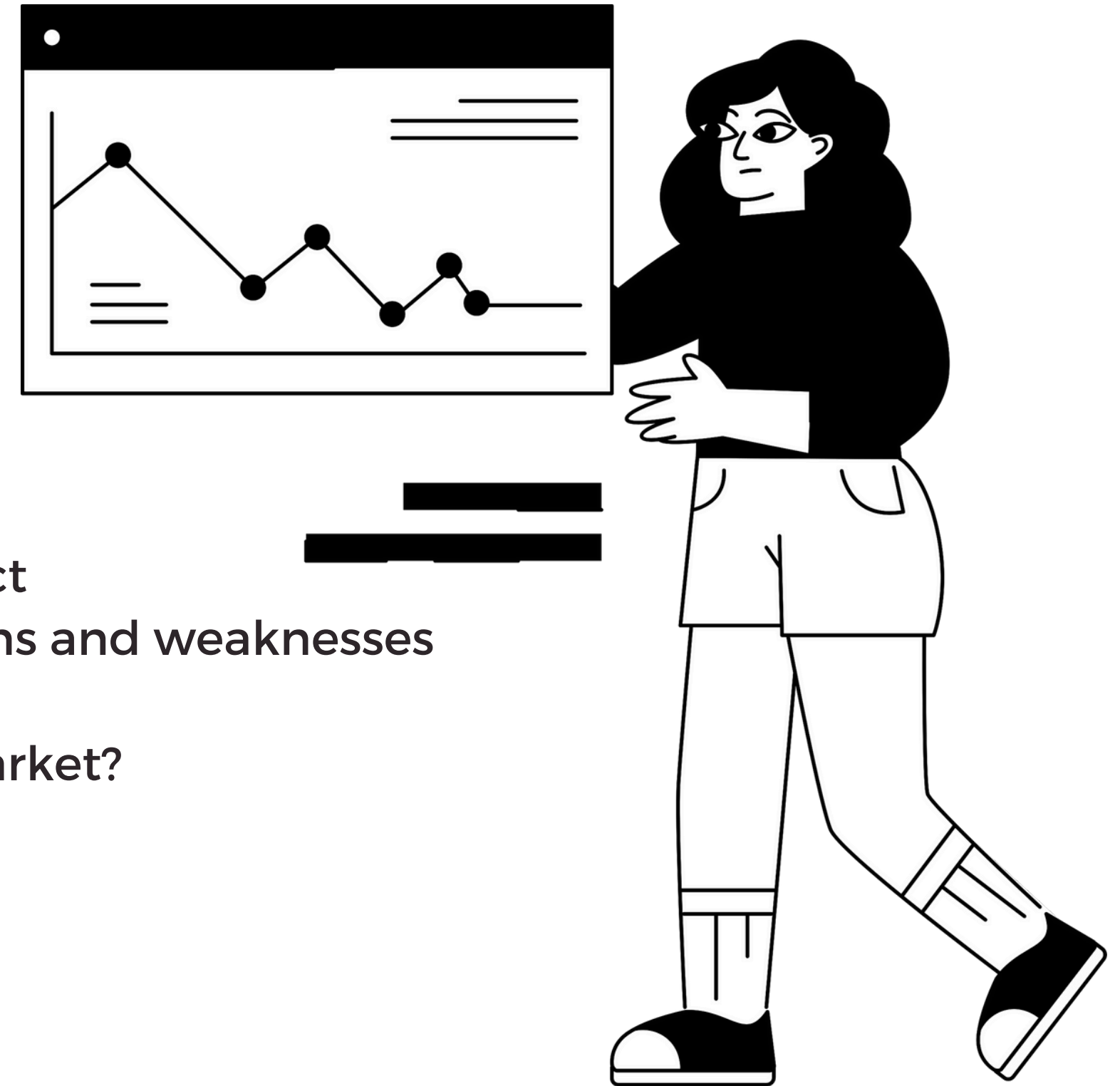
# Content MARKETING

- What is Content Marketing?
- Types of Content
- Types of Messages
- Copy-Writing Term
- Power Of Storytelling
- Content Strategy Terminology
- Generating Ideas
- Repurposing Content
- Using the AIDA Model In Content
- How to Promote Your Content
- Measuring and Analyzing Your Content
- Buyer Persona For Content Creation
- Content Creation Tools



# DIGITAL MARKETING PLAN

- Create a complete marketing plan for your project
- How to analyze competitors and analyze strengths and weaknesses
- SOSTAC Model
- How to Define Your Target Audience and your Market?
- Competitor analysis
- Setting your goals
- How to execute the strategy





# DIGITAL MARKETING Tools

- Ai Tools
- Tools for Social Media Management
- Tools for Getting the Latest Digital Marketing Updates
- Tools For Free Marketing
- Other Tools



# THANK YOU

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