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Digital Marketing Training Course



Become a Digital Marketing Maestro

Overview

This course will help you to get access to insider knowledge, tips, action items you can take to improve your site's performance, increase your exposure online, get answer for all your questions and provide you with ways to get more from the web.

Who should attend?

This course is ideal for those with limited experience of SEO and internet marketing looking to improve their knowledge of the channel, or anyone who manages internet marketing campaigns and wants better results from their communications.

About Almond

Almond is a veteran company that has made its impact felt in the web industry loud and clear. Established in 2005, the company has been promoted by some highly skilled specialists dedicated to deliver total web solutions and digital marketing services under one roof.

It possesses not only the most up-to-date technology gadgets but also the most qualified and experience hands to provide highest user friendly customized solutions.

Digital Marketing Training Modules

Search Engine Optimization (SEO)

- Introduction to SEO
- On-Site Optimization
- Off-Site Optimization
- SEO Audits
- Content Strategy
- SEO Strategy

Social Media Marketing (SMM)

- Introduction to Social Media
- Planning, Blogging
- Facebook, Twitter, Google+, LinkedIn & Instagram
- Social Media Advertising
- Measuring & Monitoring
- Strategy

Google AdWords

- Overview
- AdWords Settings
- Understanding Keywords
- Ad Text
- Tools and Techniques
- Maximizing Click-Through Rate
- Analytics and Conversions

Digital Marketing Training Modules

Google Analytics

- Introduction to Google Analytics
- Administrative Interface
- Reports Interface
- What Do You Want to Track?
- Tracking Goals and Events
- Monitoring Change
- Experimentation and Tracking

WordPress

- Domains and Hosts
- Installing WordPress
- Getting Around WordPress
- Configuring WordPress
- WordPress.com vs WordPress.org
- Creating and Managing Content with WordPress
- Using Plugins
- All About Themes
- Maintaining WordPress

HTML5 and CSS3

- What's Up, HTML5?
- New Additions in HTML5
- What's new in CSS3?
- Transitions, Transforms, and Animation
- Introduction to JavaScript
- Using JavaScript
- Introduction to jQuery

Digital Marketing Training Modules

Email Marketing

- Overview
- SPAM and Permission-Based Marketing
- Building & Maintaining an Opt-In List
- Crafting Your Campaign for ROI
- Designing Your Email
- Email Marketing Best Practices
- Email Marketing Tools

Affiliate Marketing

- Getting Started
- Know Your Audience
- Connections and Communications
- Legal and Ethical Considerations
- What the Pros Know
- Case Studies

Online Reputation Management

- Introduction
- Establish a Foundation
- Listen, Respond and Engage

Digital Marketing Training Modules

Customer Service Excellence

- Fundamentals of Service Standards
- Teams as a Service Solution
- Understanding Customer Service Team
- Maintaining a Customer Service Team
- Customer Loyalty

Customer Relationship Management

- What is CRM?
- CRM Role
- Managing Your Customers' Needs & Expectations
- Communication
- Active Listening & Questioning Skills

Online Lead Generation

- Types of Online Lead Generations
- How To Build The Perfect Landing Page
- Understanding Customers Personality Types
- Writing for the Web and Conversion
- Basic & Advanced Testing Topics

Digital Marketing Training Modules

Conversion Rate Optimization

- The Psychology of Conversion Rate Optimization
- Value Proposition & CRO
- Minimizing Customer Effort
- The Critical First 5 Seconds
- A/B Split-Testing
- Multivariate Testing

Mobile Marketing

- Overview
- Setting and Refining a Mobile Strategy
- Optimizing Web Presence for Mobile
- Assessing the Many Location-Based Marketing Options
- Mobile Marketing Best Practices

Content Marketing

- Overview
- Figuring Out Who Should Lead Your Content Marketing
- Hiring for Content Marketing
- Acquiring Proper Content Marketing Tools
- Creating & Distributing Content
- Measuring Your Content Marketing

WHY ALMOND?

It's not easy to merge both the world of Information Technology and the world of Digital Marketing in a single training course, but at Almond we can do that. We strongly believe that a superstar Digital Marketer should be technical.

EXAM & CERTIFICATION

After you have completed Almond's digital marketing training, you'll receive a training completion certificate. You can then take the certification exams listed below - Almond's digital marketing training will help you prepare (and pass) these exams.





ALMOND

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