



# DIGITAL QUBE

Digital Qube  
Digital Marketing Training Options

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# Previous Digital Marketing Workshops



10 workshops for 75 stakeholders to map out the Digital Experience Strategy for HSBC UK's retail products on their website

HSBC London | Digital Experience Strategy



Over 20+ Brand Labs delivered in 12 countries for Google's top clients, to guide them on how to plan their Digital Marketing Campaigns across the globe

Google Workshops | Europe, Middle East, Africa, Australia



البنك التجاري الدولي

Social media workshop for CBI, Dubai to plan their Social Media strategy for the year

CBI Bank | Communications & social media



DIGITAL QUBE

Back-to-Work Programmes for Women & SMEs to upskill them in Digital Marketing, a critical skill in today's business world

SME & Women Empowerment



Digital Marketing Bootcamp for startup founders at Flat6Labs Incubator Hub, helping them map out their Digital Marketing plans to pitch to investors

Flat6Labs Incubator Hub | Bootcamp for startups



Driving sales by understanding customers needs to maximise revenue. Workshops at Cobra Gym

Cobra Gym Abu Dhabi | Customer Experience



40 attendees joined a 2-day Digital Brand Activation workshop organised by Google, facilitated by Digital Qube's CEO

Ethiopian Airlines | Google Brand Lab



A workshop to plan out the email communication strategy for FAB Bank. Then team delivered it through a 2yr programme.

FAB Bank | Email & Newsletter strategy



Empowering women owned businesses, sponsored by Accenture. 2 day workshop - how SMEs can boost their sales with online marketing

We Connect \_ Accenture | Women in Business



# Option 1

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# SERIES OF 1-DAY WORKSHOPS



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## Intensive Training

All the material requested is covered in 3 days. This will provide attendees with a high-level overview of all the content matter. This is perfect for those wishing to expand their knowledge. Engaging interactive session run in a workshop style, where teams work together.

### WORKSHOP 1 KPI SETTING & MARKETING OBJECTIVES

1 DAY

Attendees will learn about the importance of Marketing KPI Models (used by top companies such as Colgate) they will then be shown how to use each marketing channel to contribute to achieving the overall Marketing KPIs. They will understand the fundamentals of reporting and record the ROI for each channel, and how all the marketing activities combine to hit the company's objectives.

### WORKSHOP 2 SEO & PAID MEDIA

1 DAY

**SEO:** Theoretical and technical aspects will be covered. Attendees will be shown how to produce a SEO plan/ strategy which they will use as a and template moving forward.  
**Paid Media:** Attendees will be taken through the steps for Google Paid Advertising and/or Meta tools. They will learn how to scope, plan, and set-up a paid media campaign.

### WORKSHOP 3 WEBSITE & EMAIL CONTENT

1 DAY

Attendees will learn why strong content & copywriting is so vital. Attendees will learn how to create impactful content for Email Marketing and Website, as well as other platforms. They will also be introduced to the necessity of monitoring and updating content based on user analytics.



# Option 2

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# PART1: 1-DAY WORKSHOP



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DIGITAL MARKETING  
AND KPIs

1-DAY Workshop

Matching KPIs to  
Digital Marketing  
Plans.

## Strategic Digital Marketing Workshop

The 1-day digital marketing workshop will provide an overview of the fundamentals of Digital Marketing including the topics below:

- Introduction to Digital Marketing
- Overview of key digital marketing channels (SEO, SEM, SMM, Email marketing, Content marketing, etc.)
- Setting objectives and KPIs for digital marketing campaigns
- Analysing website traffic and user behaviour
- Measuring campaign effectiveness and ROI
- Identifying areas for improvement and optimization
- Matching KPIs to marketing plans

# PART 2: UP-SKILLING & REAL-LIFE APPLICATION



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Each of the detailed modules are delivered in a 2-3 hour face to face session (or virtual) once a week over 4 weeks. At the end of each session participants will be given a practical task to complete. A 2 hour virtual follow up session is then conducted later to discuss the results of their tasks. Team members are then scored on their ability to implement the tasks on real life projects. ROI and contribution to KPIs of training is calculated and recorded (following a methodology also used by Google)

## PAID MEDIA

4 WEEKS

Topics covered include:

- Introduction to PPC advertising platforms (Google Ads, Bing Ads, Meta Business Suite etc.)
- Creating effective ad campaigns and ad groups
- Bidding strategies, budgeting, and ad targeting
- Tracking and analyzing PPC campaign performance

Deliverables: Develop paid media strategy, Devise an effective ad campaign, Place Ads live, and Track performance.

## SOCIAL MEDIA

4 WEEKS

Topics covered include:

- Understanding major social media platforms (Facebook, Twitter, Insta, LinkedIn, etc.)
- Creating compelling social media content and engagement strategies
- Social media advertising and targeting options
- Social media analytics and performance measurement

Deliverables: Social media strategy, Social media calendar and posting schedule, Performance monitoring & optimization

## SEARCH ENGINE OPTIMIZATION (SEO)

4 WEEKS

Topics covered include:

- Basics of website design and user experience (UX) principles
- Search Engine Optimization (SEO) fundamentals
- Keyword research and on-page optimization techniques
- Introduction to backlink building and off-page SEO strategies

Deliverables: Understand both onpage, and off-page SEO, Complete an SEO audit, SEO-optimize, report, and monitor

## CONTENT AND COPYWRITING

4 WEEKS

Topics covered include:

- Content marketing strategies for different platforms
- Content creation, distribution, and promotion techniques
- Understanding email automation and segmentation

Deliverables: Impactful content for EDMs, Content strategies for 2x platforms, Website usability and content analysis of existing website. EDM and Content plans

# EXAMPLE SCHEDULE



## Intensive Training

Following the delivery of the 1 day Digital Marketing workshop, each of the detailed modules are delivered in 2 hour face-to-face (or virtual) sessions once a week over 4 weeks. At the end of each session participants will be given a practical task to complete. A 2-hour virtual follow-up session will then be conducted two days later to evaluate the results of their tasks. The tasks will be applied to real life projects and goals.

| DAY 1   | DAY 2   | DAY 3  | DAY 4   | DAY 5  |
|---|---|--|---|--|
| <b>TRAINING MODULE<br/>FACE TO FACE or<br/>VIRTUAL</b><br><br><b>2hrs</b> | ASSIGNMENT STARTS<br><br>Eg optimise content on homepage<br><br>Real life work with tangible output for company | <b>VIRTUAL FOLLOW UP &amp; FEEDBACK SESSION</b><br><br><b>2hrs</b> | ASSIGNMENT COMPLETED & PROJECT WORK SUBMITTED | <b>SCORE PROVIDED</b><br><br><b>IMPACT ON BUSINESS AND KPIs CALCULATED</b> |

The above schedule would be replicated each week for 4 weeks with different topics covered each week so as to deliver all the content for each module. In total, 20 contact hours will be provided for each of the 4 modules.





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**DIGITAL TRANSFORMATION | MARKETING | CONTENT | ARABIC COPYWRITING  
DESIGN | BRANDING | SEO | SOCIAL MEDIA | WEBSITE | COMMUNICATIONS | DIGITAL TRAINING**