

Digital Marketing Mastery: Strategies for Online Success

Marketing, Sales, Customer Service
Malaga (Spain)
27 - 31 Oct 2025

UK Traininig

PARTNER



Digital Marketing Mastery: Strategies for Online Success

Ref: 321507_128368 **Date:** 27 - 31 Oct 2025 **Location:** Malaga (Spain) **Fees:** 4400 **Euro**

Course Description

This intensive 5-day Digital Marketing course provides a comprehensive overview of essential online marketing strategies and tactics. Participants will gain hands-on experience with key digital marketing tools and techniques, learning how to create and execute effective campaigns across various platforms. The course covers SEO, social media marketing, content creation, paid advertising, and analytics, equipping attendees with the skills to drive online success.

Learning Objectives

- Develop a comprehensive digital marketing strategy aligned with business goals
- Master SEO techniques to improve website visibility and organic traffic
- Create engaging content and leverage social media for brand growth
- Implement effective paid advertising campaigns across multiple platforms
- Analyze marketing data to optimize performance and ROI
- Apply best practices in email marketing and marketing automation

Course Modules

Day 1: Digital Marketing Fundamentals & Strategy

- Introduction to digital marketing landscape
- Building a digital marketing strategy
- Understanding customer journey and personas
- Digital marketing channels overview

Day 2: Search Engine Optimization SEO & Content Marketing

- SEO fundamentals and best practices
- Keyword research and on-page optimization
- Content marketing strategies and creation
- Link building and off-page SEO

Day 3: Social Media Marketing & Paid Advertising

- Social media strategy and platform selection
- Creating engaging social media content
- Introduction to paid social advertising
- Google Ads and PPC campaign management

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The pieces are arranged on a checkered board with concentric circles in the background.

UK Training
PARTNER

Day 4: Email Marketing & Marketing Automation

- Email marketing best practices and list building
- Crafting effective email campaigns
- Introduction to marketing automation
- Customer segmentation and personalization

Day 5: Analytics, Measurement & Optimization

- Google Analytics fundamentals
- Setting up conversion tracking
- Analyzing marketing performance and ROI
- Data-driven optimization strategies

Practical Wins for Participants

- Create a comprehensive digital marketing strategy for their business
- Set up and optimize a Google Ads campaign
- Develop a content calendar and social media marketing plan
- Implement basic SEO improvements on a website

Blackbird training cities



Amman (Jordan)



Amsterdam (Netherlands)

Accra (Ghana)

Annecy (France)

Baku (Azerbaijan)

Bali (Indonesia)

Bangkok (Thailand)

Bangkok (Thailand)

Barcelona (Spain)

Batumi (Georgia)

Beijing (China)

Beirut (Lebanon)

Berlin (Germany)

Birmingham (UK)

Bordeaux (France)

Boston, Massachusetts (USA)

Brussels (Belgium)

Cairo (Egypt)

Cape Town (South Africa)

Casablanca (Morocco)

Cascais (Portugal)

Copenhagen (Denmark)

Doha (Qatar)

Dubai (UAE)

Düsseldorf (Germany)

UK Training
PARTNER



Blackbird Training Category



Human Resource



Audit & Quality Assurance



Finance, Accounting, Budgeting



Marketing, Sales, Customer Service



Secretary & Admin



Law and Contract Management



Project Management



IT & IT Engineering



Supply Chain & Logistics



Management & Leadership



Professional Skills



Oil & Gas Engineering



Health & Safety



Telecom Engineering



Hospital Management



Customs & Safety



Aviation



C-Suite Training



Agile and Refinement



Blackbird training Clients



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior
Kingdom of Saudi Arabia
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



المؤسسة العامة للتأمينات الاجتماعية
General Organization for Social Insurance
KSA



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



Authority for

UK Training
PARTNER



LONDON TRAINING PROVIDER



www.blackbird-training.com



training@blackbird-training.com



+44 7480 775526 / +44 7401 177335