

Essential of digital marketing for nonmarketers

nonmarketers

Marketing, Sales, Customer Service
Pulau Ujong (Singapore)
13 - 17 Oct 2025





Essential of digital marketing for nonmarketers

Ref: 321810_136581 Date: 13 - 17 Oct 2025 Location: Pulau Ujong (Singapore) Fees: 4700

Euro

Introduction

Discover the essentials of digital marketing through our 5-day program designed specifically for individuals from non-marketing backgrounds. In an increasingly digital world, understanding the fundamentals of digital marketing has become crucial for professionals across various roles. This course provides a comprehensive overview of key digital channels and strategies, empowering participants to harness the power of digital tools to enhance their organization's presence, engagement, and success. Join us to unlock the potential of digital marketing and navigate the digital landscape with confidence.

- Understanding the Digital Landscape
- Importance of Digital Marketing for Non-Marketers
- Overview of Key Digital Channels

Course Objectives

- Defining Learning Goals and Expectations
- Identifying Relevance for Various Roles within an Organization
- Creating a Framework for Skill Development

Course Outlines

Day 1

- Exploring Website Basics
- Navigating User-Friendly Interfaces
- Introduction to Search Engine Optimization SEO
- Grasping the Concept of Keywords
- Understanding the Role of Content

Head Office: +44 7480 775 526 | 0 7401 177 335 Email: training@blackbird-training.com

Email: training@blackbird-training.com Website: www.blackbird-training.com





Day 2

- Embracing Social Media Platforms
- Overview of Major Social Media Channels
- Leveraging Social Media for Brand Awareness
- Interacting with Social Media Metrics
- Crafting Engaging Social Media Content

Day 3

- Unveiling the Power of Email Marketing
- Importance of Email Communication
- Building Effective Email Campaigns
- Analyzing Email Campaign Performance
- Best Practices for Engaging Emails

Day 4

- Introduction to Pay-Per-Click Advertising PPC
- Understanding Paid Search and Display Advertising
- Initiating Basic Keyword Research
- Crafting Compelling Ad Copy
- Interpreting PPC Metrics

Day 5

- Exploring the World of Content Marketing
- Role of Valuable Content in Marketing
- Creating a Content Strategy
- Showcasing Expertise Through Blogging
- Measuring Content Effectiveness



Head Office: +44 7480 775 526 | 0 7401 177 335 Email: training@blackbird-training.com

Website: www.blackbird-training.com



Blackbird training cities

Accra1 (Ghana) Amman (Jordan) Amsterdam (Netherlands) Annecy (France) Baku (Azerbaijan) Bali (Indonesia) Bangkok (Thailand) Bangkok (Thailand) Barcelona (Spain) Batumi (Georgia) Beijing (China) Beirut (Lebanon) Berlin (Germany) Birmingham (UK) Bordeax (France) Boston, Massachusetts (USA) Brussels (Belgium) Cairo (Egypt) Cape Town (South Africa) Casablanca (Morocco)

Doha (Qatar)

Düsseldorf (Germany)

Cascais (Portugal)

Head Office: +44 7480 775 526 | 0 7401 177 335

Copenhagen (Denmark)

Email: training@blackbird-training.com Website: www.blackbird-training.com



Dubai (UAE)



Blackbird Training Category



Human Resources



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



Head Office: +44 7480 775 526 | 0 7401 177 335 Email: training@blackbird-training.com

Website: www.blackbird-training.com



Blackbird training Clients



MANNAI Trading Company WLL, Qatar



Alumina Corporation **Guinea**



Netherlands



Oxfam GB International Organization, Yemen



Capital Markets Authority, Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Oatar National Bank (ONB), **Oatar**



Oatar Foundation, **Qatar**



AFRICAN UNION ADVISORY BOARD ON CORRUPTION, Tanzania



KEAS Kuwait



Reserve Bank of Malawi, **Malawi**



Central Bank of Nigeria
Nigeria



Ministry of Interior, KSA



Mabruk Oil Company **Libya**



Saudi Electricity Company,



BADAN PENGELOLA KEUANGAN Haji, Indonesia



Italy



ENI CORPORATE UNIVERSITY, Italy



Kuwait



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



UN.





Head Office: +44 7480 775 526 | 0 7401 177 335

Email: training@blackbird-training.com Website: www.blackbird-training.com



LONDON TRAINING PROVIDER

