



London . Dubai . New York

# Professional Diploma in Digital Marketing



Certification Partners:



هيئة المعرفة والتنمية البشرية  
KNOWLEDGE & HUMAN DEVELOPMENT AUTHORITY



المؤسسة العامة للتدريب التقني والمهني  
Technical and Vocational Training Corporation



Google Partners  
OFFICIAL TRAINING PARTNER



About Inc Academy  
Founder's Message  
Industry Advisory Council  
Program Overview  
Course Modules  
Certification Partners  
Program Director  
Testimonials

## Program Highlights

- 48 to 100+ Hours of Extensive Learning
- Classroom or Online Live Instructor-Led Format
- One-on-one consultation Session with Trainer
- Program Content as per Industry Requirements
- Live Account Demo during Training
- Internship Opportunities\*
- Examples from UAE & GCC
- Training by Google Partner Academy Trainer
- Earn 10 Certificates (Including Academy, TVTC KSA, KHDA Dubai, CPD London, Innovation Labs New York, Hubspot Academy, Google, Twitter, Snapchat & Facebook)



### **Professional Diploma in Digital Marketing**

Our Programs are carefully designed by a group of industry experts keeping in mind the requirements of the industry. This program is specially crafted for professionals, entrepreneurs, and aspiring individuals, who intend to expand their skills and gain expertise in the field of Digital Marketing.

Our trainers are experienced subject matter experts who have been working in the digital marketing industry. We follow a unique training methodology, which would not only provide you with the knowledge but also build the confidence in you to leverage the immense potential of online marketing.

Our programs are highly interactive classroom format courses with experiential learning in an accelerated format which combines live workshops & and hands-on training with case studies

#### **Program Outcome:**

- Practical knowledge to create, manage, and optimize Digital Marketing Campaigns across platforms.
- Evaluate digital agency and in-house team, optimize digital marketing spending, and increase RoI.
- Formulate a robust Digital Marketing Strategy for your business



# SEARCH ENGINE MARKETING

MASTERCLASS







# Social Media Marketing Masterclass

## Module 1: Social Media for Business

- Business Profile Creation (Facebook, Twitter, Instagram, Snapchat)
- Optimizing business profiles for Social Media Platforms
- Influencer Marketing

## Module 2: Facebook, Twitter, Instagram, Snapchat Content Strategy

- Creating User Personas
- Defining a content strategy for each of the social media platforms
- Viral content strategies
- How to engage followers

## Module 3: LinkedIn for Business

- Creating & Optimizing LinkedIn Company Pages
- Effective ways of generating leads from LinkedIn
- Brand Building on LinkedIn
- LinkedIn Advertising

## Module 4: Advertising on Social Media

- How to Advertise on Facebook, Twitter, TikTok, and Instagram
- Live (hands-on) Ad setup session
- Why say NO to boosting a post on Instagram
- Precise Targeting campaign
- Targeting Users through Paid Advertising
- Tips & Tricks for Creating a successful campaign

## Module 5: Remarketing on Social Media

- Cross-Platform & Cross-Device Remarketing
- Creating & Managing Social Media Advertising Campaigns
- How cookies work

## Module 6: Social Media Listening Tool

- Tools for Social Media Listening
- Effective usage of #Hashtags

## Module 7: Social Media Reporting

- Generate Social Media Reports
- Key metrics to evaluate a campaign
- Measuring Social Media Campaign Performance

**Workshop:** Ad campaign setup exercise to create ads

**Case Study:** 2 successful case studies

- Advertising
- Content Engagement

**Live Demo:** Audit Ad campaign



## **Facebook Business Manager | Meta Business Suite**

- Business Manager & Meta Suite Setup - Business Settings
- Understanding the dashboard
- Managing the Business roles
- Connecting Facebook with the Website - Facebook Pixel
- Payments setup
- Creating Catalogs & Shops

## **Facebook & Instagram Advertising**

- Ads objectives
- Understand how ads work
- Ad campaigns and Ad sets structure
- Optimize the target audience to reach the right people
- Facebook Bidding types
- Setting up Conversions
- Monitor the performance of a promotion - Basic to Advanced Performance & Analytics Metrics
- Remarketing on Facebook & Instagram - custom audiences & lookalikes
- Target your own database, emails, or phone numbers
- Target the website visitors on Facebook and the people who engaged with your pages.

## **LinkedIn Marketing**

- Create a professional LinkedIn company page
- LinkedIn content strategy & best practices
- B2B & B2C Marketing Strategies on LinkedIn
- Create effective ads to generate leads and conversions on LinkedIn
- LinkedIn Ad targeting (target by job title, company, education, etc)
- LinkedIn for Lead Generation

## **TikTok for Business**

- Step-by-Step Introduction to TikTok for Business
- Advanced TikTok Ads
- TikTok performance analytics
- Remarketing on TikTok (pixel, custom audiences)
- Awareness Campaigns on TikTok

## **Snapchat for Business**

- Ad Campaign Structure: Campaign
- Ad Set; Ad Ad Campaign Objectives
- Different types of ads
- Using the best creatives for the ads
- Optimizing the target audience, age, location, gender, and placements
- Measure and optimize campaigns
- Remarketing on Snapchat
- Creating Custom Audiences
- Pixel Implementation
- Creating and Tracking Conversions



# Search Engine Marketing Masterclass

Search Engine Marketing MasterClass will teach you about the technicalities of Pay-Per-Click (PPC) Advertising, and how it can be used effectively to drive quality traffic to your website, as well as the accompanying terminologies and technical skills.

In this module, you will understand how to set up a Google AdWords account and develop an AdWords campaign through three key elements: keyword research, ad copy and landing pages. The module also addresses AdWords campaign settings and ongoing campaign management. You will recognize the features of effective, optimized ads and develop skills in writing compelling and targeted ad copy. Get familiar with various terminologies & tools:

Terminologies: Bidding, CPC, CPA, CTR, Conversion Rate, Budget, Targeting, Quality Score etc.

Tools: Keyword Planner, Ad Builder, Display Planner etc.

## Module 1: Google Pay Per Click Advertising

- Key PPC Concepts
- Create Google AdWords Search Campaign
- Optimizing campaigns for Conversions & Awareness
- Keyword Planner, Ad Extensions & Automation Concepts
- Live (hands-on) Ad setup session

## Module 2: Display Advertising (Banner Advertising on Google Partner Network)

- Google Display Planner
- Creating Display Network Campaigns
- Creating Advertising Campaigns for Mobile Apps

## Module 3: Video Advertising (YouTube Video Ads)

- Video Advertising Network
- Creating YouTube Video Campaigns

## Module 4: Native & Programmatic Advertising

- Native Advertising Concept & Media buying methods
- Native Advertising Platforms & Advertising Formats
- DSP & SSP Concepts
- Advantages & Disadvantages of Programmatic Advertising

## Module 5: Remarketing (Re-Targeting Users)

- Cross-Device & Cross-Platform Remarketing
- Creating Remarketing Campaign

## Module 6: Reporting & Optimizing Campaigns for Conversions

- Defining a conversion
- Conversion Rate Optimization Tips & Tricks
- Auditing Live Campaigns to evaluate the performance

**Workshop:** Ad campaign setup exercise to create ads

**Live Demo:** Ad campaign - what not to do



# Search Engine Optimization Masterclass

The Search Marketing Optimization (SEO) Masterclass will help you understand the concept of Search Engine Optimization (SEO) and how you can leverage key techniques to improve your website's organic ranking on search engine results pages (SERPS) to drive more traffic. It also covers key terminologies & technical insights necessary to cultivate an effective SEO strategy.

You will explore keyword research and the process of selecting suitable keywords for your website, as well as other types of optimization for online content. You will understand how to create and include effective content and use meta-tags throughout your website.

The module will also cover off page elements of optimization including inbound linking and techniques that can boost a website's inbound link popularity. You will recognize how SEO is content-driven, and understand the importance of creating fresh, relevant and original content to enhance your ranking.

### **Module 1: How Search Engines (Google) Read a website**

- Types of Search Engine
- Search Engine Ranking Page Layout & Search Positions
- Search Engine Website Cache & Indexing Process
- Google Search Console

### **Module 2: Writing Content for Search Engines**

- Writing Keyword Based Content
- Content Updates & Layouts

### **Module 3: SEO Tips & Tricks**

- On-Page Optimization (Meta Tags, Internal Linking, etc)
- Off-Page Optimization (Backlinking)
- Auditing websites to check SEO Health
- Link Building

### **Module 4: Black Hat vs. White Hat SEO**

- Bad ways & good ways of getting top ranking
- SEO Checklist

### **Module 5: Keyword Strategy for Effective SEO**

- Finding the right keywords
- Keyword Selection Process
- Understanding SEO reports

### **Module 6: Measuring the Success of SEO Activities**

- SEO Reporting Mechanism
- Key Stakeholders in SEO Strategy

# Checklist & Key points when migrating your website.

**Special topic:** Optimizing a website for ChatGpt (Open AI)





# Digital Analytics Masterclass

The Analytics Masterclass will help you develop the knowledge and skills required to measure, monitor and optimize your digital marketing activity. This will equip you with the technical understanding and insights to build an online reporting structure for your business.

In order to monitor and measure online traffic, you will know the range of specialized tools on offer. This module will teach you to set up analytics accounts, views and permissions and apply analytics tracking across your website(s). You will understand the importance of aligning business KPIs with your analytics goal configuration and learn how to utilize the features of Google Analytics to develop a detailed profile of your target audience (location, demographics, technology, devices, and interests).

### Module 1: Google Analytics - GA4

- Setting Up Google Analytics - GA4
- Creating & Reading Reports in Google Analytics
- Identifying the right metrics for Campaign Success
- Generating performance reports
- Consumer behavior analysis

### Module 2: Google Webmaster

- Setting Up Google search console Account for Business
- Linking Analytics, AdWords & Webmaster
- Creating & Reading Reporting in Google Webmaster

### Module 3: Facebook Insights

- Locating Facebook Insights
- Creating & Reading Reporting on Facebook Page

### Module 4: App Analytics

- Creating & Reading Reporting in Google Apps

### Digital Strategy Session

- Media Budget Planning
- Analyzing key performance reports

### Termonologies

In-depth understanding of termonologies like CPA, CPC, CPM, Conversion Rate, ROAS, ROI, Impression Share, etc.

Specialized Modules - Delivered ONLINE (Live Instructor Led Training) Select any 2 Modules. For more than 2 Modules, an Additional Fee would be charged.



**Module 1: Email Marketing** - Create an effective Email marketing plan using email marketing tools. In addition to this learn to create & interpret Email Marketing Reports.

**Module 2: Website / Blog Creation (Wix)** - Set up the theme, connect a domain & create a basic website.

**Module 3: Affiliate Marketing Basics**- Learn to be a part of affiliate networks & make extra income by converting your hobby into a profession.

**Module 4: Content Marketing & Advertising** - Create the right content for the right persona & show it to them at the right place at the right price.

**Module 5: Programmatic Advertising Basics** - How advertisers use programmatic to execute their digital buys. Understand concepts like RTB (Real Time Bidding), DSP, SSP, etc.

**Module 6: Conversion (Pixel) Tracking & Attribution Model** - Track conversions using Conversions Tags and Pixels. In-depth analytics for Attribution Modeling for eCommerce.

**Module 7: Selling & Advertising on Amazon** - Increase sales through 3rd Party platforms like Amazon. Listing & Advertising to put products in front of millions of potential in-market buyers.

**Module 8: Inbound Marketing (Marketing Automation) Basics** - Create an effective Marketing Automation Strategy to automate the customer purchase journey, increase retention, cross-sell & up-sell.

**Module 9: Mobile App Promotion** - Increase Mobile App Installs on iOS & Android App Store.

**Module 10: Google My Business** - Create & optimize listing on Google Maps.

**Module 11: LinkedIn Sales Navigator** - Use LinkedIn to increase Sales & nurture Leads

**Module 12: Social Media Listening Tools** - Use Social Media Listening Tools to track your brand & keywords

**Module 13: Design Tools for Social Media** - Use video & photo designing tools for your Social Media & Website

**Module 14: Technical SEO\*** - Strategies for SEO Professionals - Mobile SEO, eCommerce & Voice SEO etc

**Module 15: WordPress Plugins\*** - How to work on Wordpress

- Technical Expertise is required to understand these modules



DID YOU KNOW

Inc Academy has trained  
individuals from over

**120**

Nationalities



- Learn the basics of Digital Marketing & understand the terminologies used in Digital Industry
- Create a formal digital marketing plan for your business
- Analyze and optimize your overall digital marketing activity
- Effectively use & Allocate marketing budget across platforms
- Use suitable social media channels for different business goals and objectives
- Execute social media advert campaigns
- Measure and optimize your social media campaigns
- Use LinkedIn for B2B Marketing
- Learn to use Snapchat to target the youth
- Using Snapchat filters & Lenses with Geo-Targeting
- Use of #Hashtag on Twitter & Instagram
- The concept of Social Media Listening Tools & how they work
- Leverage mobile marketing for its micro-targeting advantages
- Drive qualified traffic to a website with Pay-Per-Click (PPC) advertising
- Using the Google Keyword Planner to find effective keywords
- Formulate a strategy to generate traffic & leads from Google AdWords campaigns
- Create, Manage & Optimize Google Search, Display Campaign
- Create, Manage & Optimize YouTube Video Advertising Campaigns
- Create, Manage & Optimize Mobile Marketing using Google AdWords
- Run Reports, Analyse & Audit the Performance of Google AdWords Campaigns
- Increase your website's visibility through Search Engine Optimisation (SEO) techniques
- Create Search Engine Optimization RoadMap
- Audit the performance & Understand to effectively manage SEO Team (Agency)
- Audit SEO Strategy & checking website health report
- Use Google Analytics to run reports & interpret the data from various source
- Learn ways to promote your business to generate sales & effectively use your marketing budget.

## Additional Sessions

1. Social Media content strategy using Neuromarketing principles
2. Email Marketing
3. Digital Strategy & Planning Workshop
  - Social Media Strategy Plan
  - Media Budget Planning
  - Analyzing key performance reports
  - Managing Digital Marketing Agencies





Program Director & Trainer

**Gaurav Oberoi**

Entrepreneur | Engineer | MBA in Marketing | Harvard Business School Alumni



Gaurav Oberoi is an Engineer by education and Marketeer by choice, who carries RoI in his last name Obe"RoI"

- First Google Ads Campaign in 2007
- Started Digital Agency in 2010 which was acquired by GroupM in 2015

With over 15 years of experience, Gaurav has had the privilege of serving as an:

- Official Regional Trainer for Google
- Trainer for Dubai Tourism (Expo 2020)
- Official Collaborator for TikTok MENA

Training is his passion and to date, he has successfully trained over 7000 professionals and hundreds of organizations from various industries.

"Gaurav is very enthusiastic about the subject, Gaurav tried explaining it in a very simple and understandable way."

Alexandra Suvorova  
HR Officer, Etihad Airways

Sheikha Al Noaimi  
Media Planning Analyst, Al  
Tayer Group

"Gaurav was an excellent instructor with an extensive knowledge in SEO, SEM, Analytics and Social Media Marketing!"



Course

# Certifications

Upon completing the course you would be provided with the following certifications:

**1). Inc Academy:** Certification of Participation in Professional Diploma in Digital Marketing

Criteria: 80% Attendance in Sessions

**2). KHDA, Dubai:** Digital Marketing Certification of Program Completion from the Knowledge and Human Development Authority (Government of Dubai)

Criteria: 80% Attendance in Sessions

**3). CPD UK:** Professional Diploma in Digital Marketing from the CPD, London UK.

Criteria: 80% Attendance in Sessions

**4). Google Ads:** Online Exam based certification from Google (Fee Included)

AdWords Certified Professional: One needs to pass the AdWords Fundamental Exam and any one of the five advanced exams to earn this certificate.

**5). Google Analytics:** Online Exam based certification from Google (Free / Fee Included)

Google Analytics Individual Qualification exam covers basic and advanced Google Analytics concepts.

**6). HubSpot Inbound Marketing Certification:** Online Exam based certification from HubSpot Academy, which covers segments to digital marketing on how to attract visitors, convert customers and delighting customers to convert them into promoters of business.

**7). Facebook:** Exam-based certification programs (Fee to be paid directly to Facebook)

(a). Facebook Certified Planning Professional

(b). Facebook Certified Buying Professional

**8). Snapchat:** In order to become certified in Snapchat Advertising Core Competencies, you must finish an online course (powered by Snapchat) and take a short exam after completion of the course.

**9). Twitter:** Earn a #Twitter Graduate badge, after you complete all online courses and take an assessment at the end of the course.

**10). TikTok:** Earn TikTok 101 Badge, after completing the educational curriculum created by TikTok

Certification Partners:





Client

## Testimonials



**Clementine Martini**

Senior Manager, Global Campaigns  
Dubai Tourism

I had the pleasure to attend Inc Academy's digital marketing training, led by Gaurav. Gaurav is passion-driven digital professional bringing a non-biased view on all digital channels, providing a unique value.

The training is very thorough and covers the basics in addition to practical advice and examples to bring our learnings to life. I learned the essentials of social media strategy for advertising, digital analytics, how to optimize media buy budgets and to best manage agencies.

Gaurav gives a lot of his time and energy before and after the class for one-on-one discussions where participants can discuss some issues more in depth. Not to mention he is a lovely person to work with!

Many thanks, Gaurav! You helped me a lot.



**Juma AlJallaf**

Head of Security & Privacy Section - Social  
Network Department  
Dubai Police HQ

Thank you very much for the course. We learned a lot. it was a really fantastic course, I hope we will take more course.  
Thanks a million.



**Sylvie Hanna**

Marketing Manager  
Tim Hortons

It was a great learning experience with Gaurav. The digital course I attended was done professionally, he is very dedicated with a great positive attitude. Always taking real time examples for our industries and use them as cases studies, I can't recommend highly enough!



I had the amazing opportunity to be taught basics of Digital Marketing by Gaurav, which was and still more than helpful in my professional career.

His sound knowledge in Social Media and Google tools make him an extensive marketer and a great teacher.

I highly recommend his Academy, you will never regret being part of it.

**Omar Mokhtar**

Marketing Planning Executive Nissan Motor Corporation

