

Digital Marketing Expert

خبير تسويق رقمي

Managed by BDO Jordan

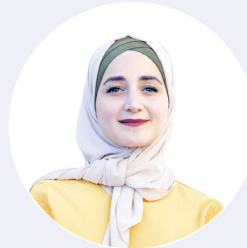
Distance Training
June 2020



Mutaz Al-Debei



Jawdat Shammass



Alaa Hamdan



Tarek Baddar



Laith Nobani



Mohammad Abu Saleem



Mohammadd Hussein



Al-Muthanna Al-Ghazzawi



Maisa Khudair

Go Online Like an Expert



Payments

IBAN # JO39BJOR0560000013011030666002
Zain Cash 0796887858

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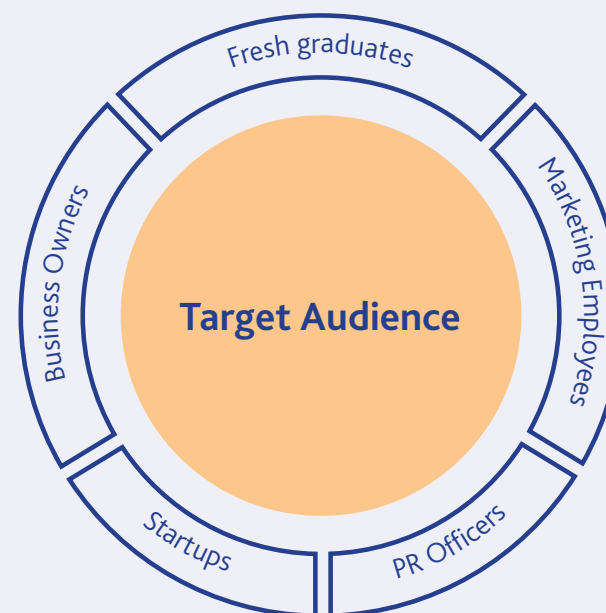
"If you're not learning, you're not reaching your potential"
Jim Rohn

Learn how to put concepts and practical application of digital channels into practice and transfer your talent into an engaged digital workforce by joining our unique digital marketing training course "Digital Marketing Expert".

How to Become a Digital Marketing Expert

Training Goals

- Create inspiring learning program/environment.
- Exceptional training methods.
- Digital Transformation.



Traing Plan

No.	Specialization	Trainer	Brief	Hours Number
1	Marketing Introduction	Mohammad Abu Salem	<ul style="list-style-type: none"> Introduction to Digital Marketing. The Importance and Characteristics/ Properties of Digital Marketing. 	3
2	Digital Foundation	Dr. Mutaz Al-Debei	<ul style="list-style-type: none"> The Concept of Digital Institutions. The Strategy of Digital Transformation 	3
3	website Optimization	Jawdat Shammass	<ul style="list-style-type: none"> The secrets and mysteries of improving websites and creating search engines for efficient and customized searches 	6
4	Content Marketing	Maysa Khadr - Mohammad Abu Salem	<ul style="list-style-type: none"> What is the importance of narrative content. Content life cycle. Content production techniques and types of marketing mechanisms and tools "narrative". 	6
5	Social Media	Mohanad Husain	<ul style="list-style-type: none"> The features and advantages of social media platforms, How to invest in Social Media platforms to promote services and products How to choose the appropriate Social Media platform for the target segment. 	12
6	SEO	Jawdat Shamas	<ul style="list-style-type: none"> SEO Introduction How SEO Works Building SEO Strategy 	6
7	Digital Advertising	Laith Nobani	<ul style="list-style-type: none"> How to build and create a professional advertising campaign on social media platforms (Facebook, Google, Instagram ...) 	9
8	Email Marketing	Jawdat Shamas	<ul style="list-style-type: none"> The importance of e-mail marketing. The best tools and correct practices of Email Marketing 	3
9	Digital Strategy	Mohammad Abu Salem	<ul style="list-style-type: none"> The importance of strategic planning The most important tools and techniques used for a professional digital plan. 	6
10	Introduction for Design and Montage	Tarek Baddar Al-Muthanna Al-Ghazzawi	<ul style="list-style-type: none"> Basics of design and montage, and what programs and tools are used. 	6
11	Creative Content Creation	Alaa Hamdan	<ul style="list-style-type: none"> Know your target audience Creative formats to engage audiences capture video on mobile technology, edit footage and publish to social media 	3
12	Personal Skills	Expert	<ul style="list-style-type: none"> Interpersonal Skills 	12
13	Practical Training	Mohammad Abu Salem	<ul style="list-style-type: none"> Get the field experience. Bring theory to life (apply the knowledge, concepts and skills in real world) 	115
	Total Hours			190

We value a great trainer and instructor and care about delivering best skills and knowledge to our clients, therefore we chose the best team to help us.



Mutaz Al-Debei

Digital Foundation

Dr. Mutaz M. Al-Debei is currently working as a Senior Territory Manager for Autonomous Data Management & Cloud Technology at Oracle. Also at Oracle, Al-Debei had a previous role as a Principal Cloud Platform Consultant - Big Data & Business Analytics. Before joining Oracle, Al-Debei was working as the Director of Big Data & Advanced Analytics at INTRASOFT MEA. Moreover and before joining INTRASOFT, Al-Debei was serving as an Associate Professor of Information Systems and Computing at the University of Jordan (UJ), and also as an ICT Chief Consultant at the National Center for Security and Crises Management. He also worked as an IT Manager for Arab Radio & Television (ART) in Jordan Media City and he held other positions in Al-Ahli Bank (Master Card Department) and Royal Scientific Society. Al-Debei earned his PhD from Brunel University London (BUL) in Information Systems and Computing in May, 2010. Furthermore, Al-Debei has received many international and national significant research awards such as Abdul Hameed Shoman Award for Arab Researchers – ICTs, 2015, the prestigious Vice Chancellors Prize for Doctoral Research from Brunel University London in 2010, the Distinguished Researcher Award from The University of Jordan - three times in 2014, 2012, and 2018. Also, he received best paper awards from UKAIS (2008), and another one from IFIP 2010) 8.2).



Jawdat Shammass

Website Optimization
SEO
Email Marketing

Mr. Shammass is a Digital Marketing expert with extensive knowledge and experience in Digital Marketing Strategies, Search Engine Optimization, Search Ads, Google Ads, Digital Analytics, and Social Media Marketing.



Alaa Hamdan

Film Director

Mrs Alaa Hamdan, a visual storyteller and film director. Co-founder of the production company, At Films. Ala has won several awards for her short films and PSAs. Her book (Muslims of the World) was an Amazon best-seller in its category 2018.



Tarek Baddar

Introduction for Design and Montage

Mr. Baddar is a New York Film Academy graduate, a professional filmmaker: producer, director and editor, with a solid experience in conducting filmmaking workshops and providing media consultancy for public figures and companies.



Mohammad Abu Saleem

Marketing Introduction
Content Marketing
Digital Strategy

Mr. Abu Saleem is the CEO and founder of Wamda Media, a Social Marketing Arts specialist and a media consultant. He is also a trainer and lecturer in Digital Strategic Planning and Social Marketing.



Mohannad Hussein

Social Media

Mr. Hussain is the CEO and founder of the professional social marketing agency TriStar, he is a certified trainer and consultant for many companies and training centers.



Al-Muthanna Al-Ghazzawi

Introduction for Design and Montage

Mr. AlGhazzawi is an Adobe Premiere Certified Expert, with an immense amount of experience in the field of multimedia, as a TV montage trainer.



Maisa Khudair

Content Marketing
Digital Advertising

Mrs. Khudair is the CEO and founder of Anwan platform. She is a professional digital Arabic content trainer and instructor. She worked on Arabic content creation with big entities in Jordan and has participated in many international conferences and events on digital media and blogging.



Laith Nobani

Digital Advertising

Mr. Nobani is a Digital Marketing specialist, who creates online advertising materials that convey value and provide administrative support. His experience includes planning, organizing, marketing strategy, report development and presentation.

4 Payments

Free Tablet

Fees:

JOD **599** / Period

Discount

10% for 2 - 5 participants

20% for more than 5 participants

Distance training using (Microsoft Teams)

We provide easy installments plan for our clients

Payments

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