Digital Marketing and Social Media Course

Leveraging

Artificial Intelligence

Block 557, Road 5767, Compound 176, Budaiya, The Kingdom of Bahrain

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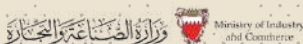
▶ Introduction

Join our extensive digital marketing and social media course tailored for the evolving digital marketplace. Over the next several months, we'll guide you through practical lessons that will sharpen your digital marketing skills for today's competitive environment.

With experienced instructors leading the way, this course goes beyond the basics. You'll gain expertise in digital marketing fundamentals, leverage cutting-edge AI tools, and learn to use platforms like Photoshop and Illustrator to enhance your marketing campaigns.

Whether you're aiming to manage social networks, develop brand campaigns, or advance in your digital marketing career, this course provides all the necessary tools and insights.

Why Digital Marketing is a Critical Skill

Digital marketing is vital for reaching consumers where they spend most of their time: online. It's cost-effective, allows precise targeting, and provides actionable insights through data, making it crucial for modern business success.

- *Master the fundamentals of digital marketing and social media strategies.*
- *Gain proficiency in industry-standard tools and platforms.*
- *Leverage AI tools to enhance marketing campaigns and analyze data.*
- *Develop a professional digital marketing portfolio.*
- *Prepare for a successful career in the digital marketing industry*
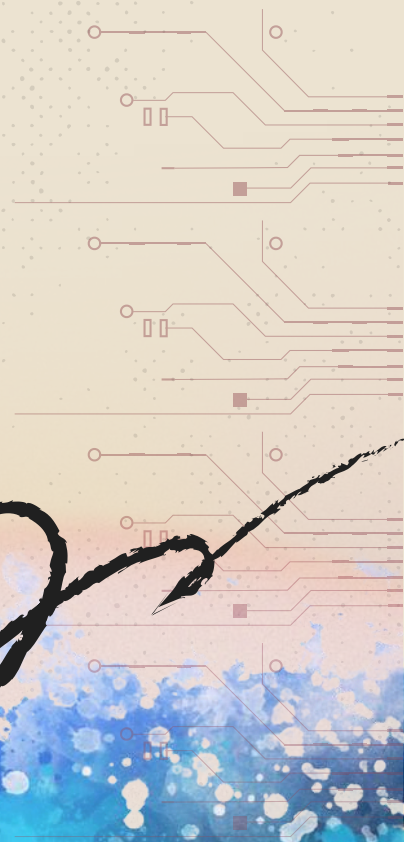
▶ Our Values

Learner-Centric Approach

Our prime focus remains steadfastly on our learners, making them the nucleus of our mission.

Meaningful Contribution
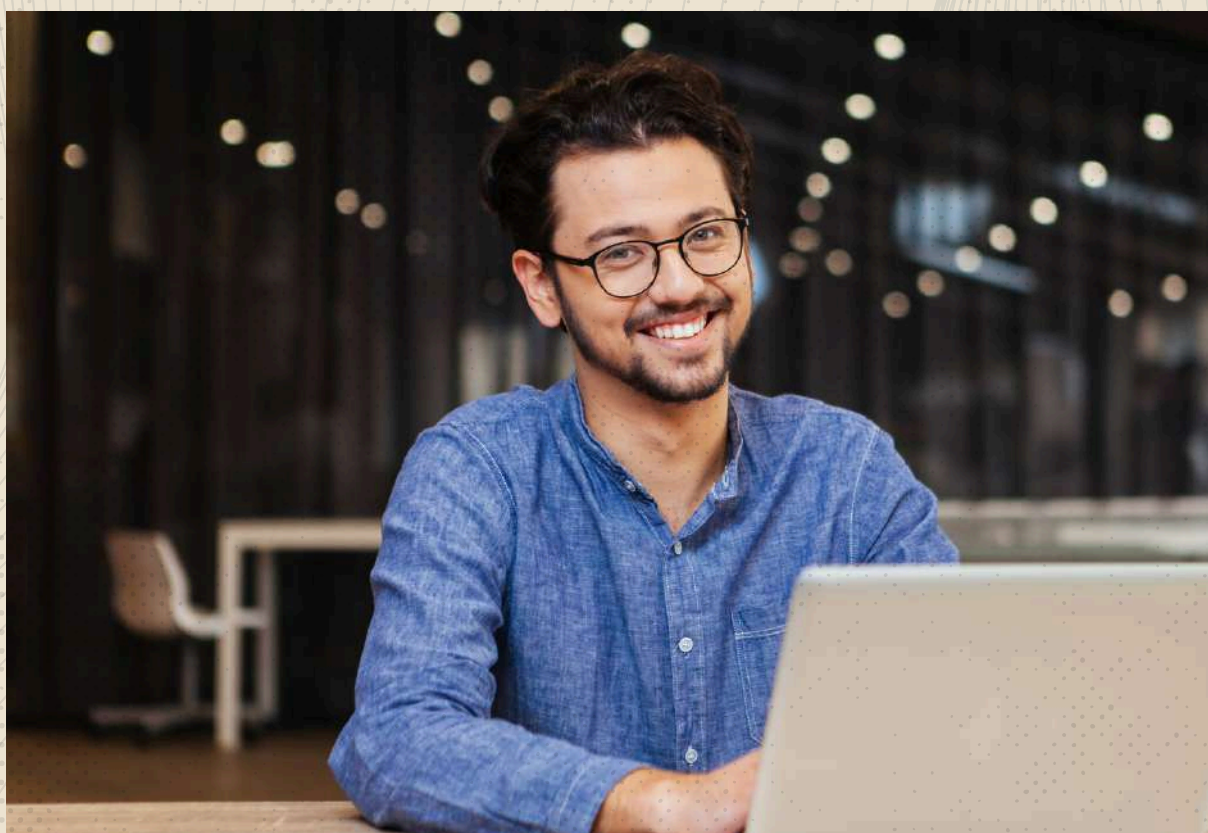
We strive to shape the future significantly by nurturing the bright minds that will lead tomorrow.

Embrace Ambition

We foster grand thinking, encouraging our students to not just dream, but dream big.

AI-Driven Innovation

We empower our students to pioneer change using AI tools, fostering creativity and innovation across all disciplines.

▷ Is this program suitable for you?

- Anyone age 18 or older wanting to learn new skills.

- Professionals aiming to reskill and remain competitive.

- Students finishing school or university to excel in their field.

- Small business owners enhancing their media presence.

- Large business owners and managers training their teams.

▷ Some prerequisites

- Motivation and rigour.

- Basic computer skills

- Laptop

- Autonomy

The takeaways
of this program

01 Master the essentials of digital marketing and learn strategies for SEO, social media, content marketing, and more.

02 Create engaging digital campaigns that resonate with your target audience and drive real results.

03 Unlock data-driven insights to analyze your performance and make smarter marketing decisions.

04 Harness the power of AI to enhance your skills and gain a competitive edge with intelligent marketing tools.

05 Build a standout digital portfolio to showcase your work and attract potential employers.

06 Launch your dream career by preparing for success in the dynamic world of digital marketing.

THEORY FOUNDATION ESSENTIALS

AI TOOLS TECHNOLOGY AND PROMPTS

INDUSTRY STANDARDS "SOFTWARE"

BUILDING PORTFOLIO AND CAREER

MODULE 1

MODULE 2 & 3

MODULE 4 - 9

MODULE 10 & 11

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Module 1

DIGITAL MARKETING FOUNDATIONS - INTRO

This module introduces the core concepts, history, and key components of digital marketing, exploring its evolution and impact on modern business. Students will analyze the digital presence of a well-known brand, identifying key strategies and trends.

▶ **PROJECT: BRAND ANALYSIS**

- Choose a well-known brand and analyze its digital presence across various platforms.
- Identify the brand's target audience, content strategy, and engagement metrics.
- Summarize the brand's strengths, weaknesses, and potential areas for improvement.
- Present findings in a concise and visually engaging report.

▶ **WHAT YOU WILL LEARN:**

- The evolution and significance of digital marketing.

- Key components of a digital marketing strategy: SEO, SEM, social media, content marketing, email marketing, etc.

- Understanding target audiences and customer journeys.

- Analyzing digital marketing campaigns and identifying best practices.

▶ Skills: | Research and Analysis | Digital Marketing Awareness | Presentation Skills

Module 2

AI LITERACY - CHATGPT

This module introduces the fundamentals of Artificial Intelligence (AI) and its growing impact across industries. Students will explore the capabilities of ChatGPT, a powerful AI language model, and learn how to use it for creative tasks, research, and problem-solving.

▶ **PROJECT: CHATGPT FOR MARKETING BRAINSTORMING**

- Use ChatGPT to brainstorm creative marketing ideas for a chosen product or service.
- Explore the model's ability to generate content, slogans, and campaign concepts.
- Analyze the output and identify potential applications of ChatGPT in digital marketing workflows.

AI Tools: ChatGPT

▶ **WHAT YOU WILL LEARN:**

- Basic concepts of AI and its applications in various fields.
- Understanding the capabilities and limitations of AI language models.
- Practical skills in using ChatGPT for creative tasks, research, and problem-solving.
- Ethical considerations and potential biases in AI.

▶ Skills: [AI Literacy]   [Creative Thinking]   [Prompt Engineering]   [Critical Analysis]

Module 3

AI-DRIVEN SOCIAL MEDIA - INTELLIGENCE

This module focuses on the application of AI in social media marketing, exploring how AI tools can enhance content creation, audience engagement, and campaign performance. Students will use AI-powered tools like Canva and HubSpot to create and schedule social media content.

▶ **PROJECT: AI-ENHANCED SOCIAL MEDIA CAMPAIGN**

- Choose a hypothetical product or service and develop a social media marketing campaign.
- Use Canva or Adobe Suite to create visually appealing graphics and videos.
- Leverage HubSpot's AI tools to generate social media copy and schedule posts.
- Analyze campaign performance using social media analytics tools.

AI Tools: Canva, HubSpot, Brandwatch (for competitive analysis)

▶ **WHAT YOU WILL LEARN:**

- How AI can enhance social media content creation, scheduling, and audience targeting.

- Using AI tools to analyze social media data and optimize campaign performance.

- Understanding the ethical considerations of using AI in social media marketing.

▶ Skills: `AI-Powered Content Creation`   `Social Media Analytics`   `Campaign Optimization`

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Module 4

SOCIAL MEDIA ESSENTIALS - ONLINE PRESENCE

This module introduces the fundamentals of social media marketing, covering platform-specific strategies, content creation, and audience engagement techniques. Students will create a basic social media marketing campaign for a hypothetical product.

▷ **PROJECT: SOCIAL MEDIA MARKETING CAMPAIGN**

- Choose a social media platform (e.g., Facebook, Instagram, Twitter) for a hypothetical product.
- Develop a content calendar, create engaging posts, and schedule them using SMM tool.
- Analyze post performance and adjust strategies based on insights.

AI Tools: Hootsuite, SparkToro (for audience research)

▷ **WHAT YOU WILL LEARN:**

- Understanding the unique characteristics of different social media platforms.

- Creating engaging social media content: images, videos, text, stories.

- Building a social media community and engaging with followers.

- Using social media analytics to track performance and measure success.

▷ Skills: | Social Media Strategy | | Content Creation | | Community Management | | Analytics |

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Module 5

CONTENT MARKETING FUNDAMENTALS - STORIES

This module explores the principles of content marketing, focusing on creating valuable and engaging content that attracts and retains target audiences. Students will create a variety of content types for a hypothetical brand.

▶ PROJECT: CONTENT CREATION CHALLENGE

- Choose a hypothetical brand and create a variety of content types, including blog posts, social media posts, infographics, and videos.
- Use content creation tools like Canva and Adobe Suite to design visually appealing content.
- Optimize content for search engines using basic SEO techniques.

AI Tools: Canva, MarketMuse (for content planning and optimization)

▶ WHAT YOU WILL LEARN:

- Understanding the different types of content and their role in digital marketing.

- Creating high-quality, engaging content that resonates with target audiences.

- Optimizing content for search engines and social media platforms.

- Measuring content performance and analyzing results.

▶ Skills: | Content Strategy | Content Writing | Visual Content Creation | SEO Basics |

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Module 6

SEARCH ENGINE OPTIMIZATION -SEARCH VISIBILITY

This module delves into the world of SEO, covering keyword research, on-page optimization, and link building strategies to improve website visibility and organic traffic. Students will optimize a webpage for SEO using relevant keywords and best practices.

▶ PROJECT: SEO OPTIMIZATION CHALLENGE

- Choose a webpage and conduct keyword research using tools like Google Keyword Planner.
- Optimize the webpage content, meta descriptions, and headings for target keywords.
- Analyze the webpage's SEO performance using tools like Yoast SEO.

AI Tools: Google Keyword Planner, Yoast SEO, MarketMuse (for content optimization)

▶ WHAT YOU WILL LEARN:

- Understanding how search engines work and the factors that influence ranking.
- Conducting keyword research and identifying relevant keywords for your target audience.
- Optimizing website content and structure for search engines.
- Building backlinks and improving website authority.

▶ Skills: | Keyword Research | On-Page Optimization | Link Building | SEO Analysis

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Module 7

PAID ADVERTISING - TARGETING YOUR AUDIENCE

This module introduces the fundamentals of paid advertising, focusing on creating and managing effective campaigns on platforms like Google Ads and Facebook Ads. Students will design a paid advertising campaign for a hypothetical product.

▶ **PROJECT: PAID ADVERTISING CAMPAIGN**

- Choose a platform (Google Ads or Facebook Ads) and create a campaign for a product.
- Define campaign objectives, target audience, budget, and bidding strategy.
- Create compelling ad copy and visuals.
- Monitor campaign performance and make adjustments based on data.

AI Tools: Google Ads, Facebook Ads Manager

▶ **WHAT YOU WILL LEARN:**

- Understanding the different types of paid advertising platforms and their features.
- Defining campaign objectives, target audiences, and budgets.
- Creating effective ad copy and visuals that resonate with your target audience.
- Tracking campaign performance and optimizing for results.

▶ Skills: | Campaign Planning | Ad Creation | Budget Management | Performance Analysis |
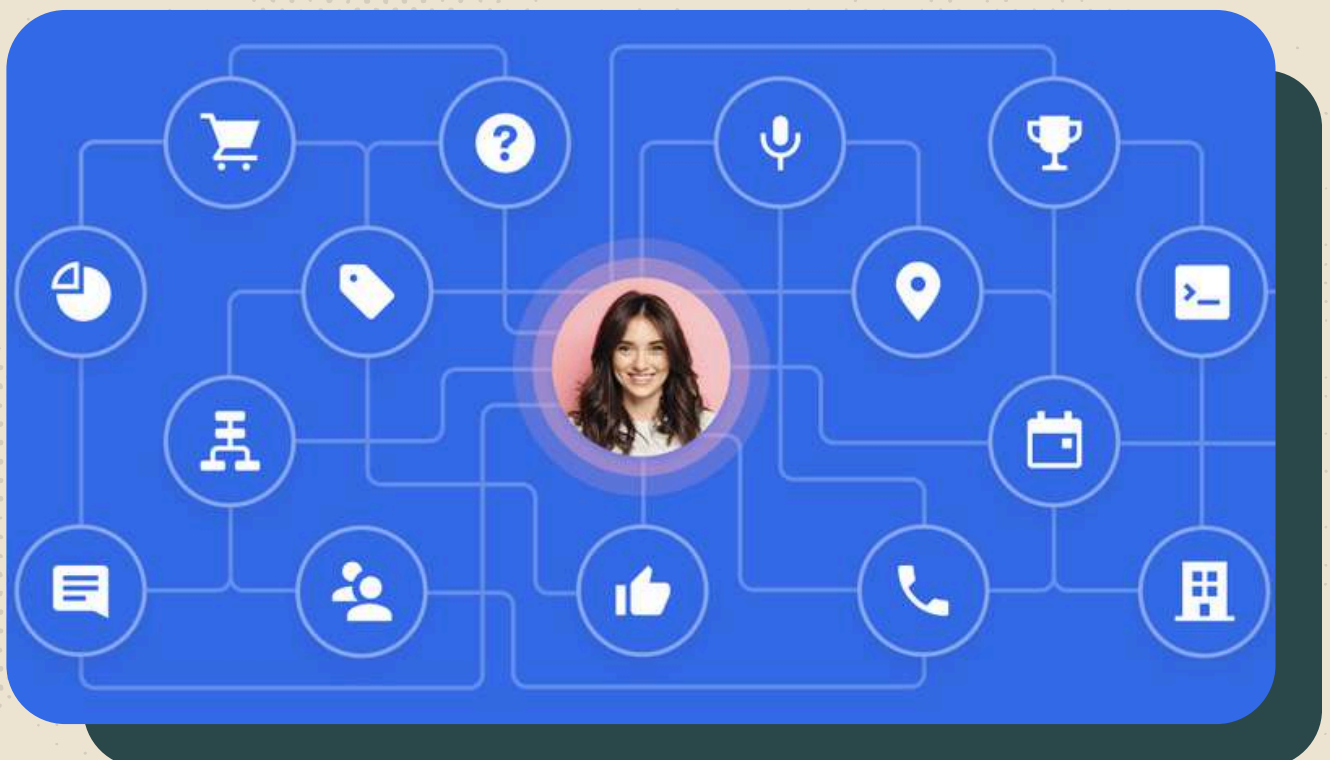
EMAIL MARKETING - ENGAGING YOUR SUBSCRIBERS

This module explores the power of email marketing, covering list building, segmentation, email design, and automation techniques to nurture leads and drive conversions. Students will design an email marketing campaign to engage subscribers.

▷ PROJECT: EMAIL MARKETING CAMPAIGN

- Create a hypothetical email list and segment it based on demographics and interests.
- Design an email template and write compelling email content for a specific campaign.
- Set up an email automation workflow using a tool like Mailchimp.
- Analyze email open rates, click-through rates, and conversions.

AI Tools: Mailchimp, HubSpot (for email automation and personalization)

▷ WHAT YOU WILL LEARN:

- Building an email list and segmenting subscribers.

- Designing effective email templates and writing engaging content.

- Setting up email automation workflows to nurture leads and drive conversions.

- Analyzing email campaign performance and optimizing for results.

▷ Skills: **Email Marketing Strategy**   **Email Design**   **Automation**

ADVERTISING DESIGN, VISUAL COMMUNICATION, BRAND POSITIONING, TARGET AUDIENCE, AI TOOLS

Module 9

ANALYTICS AND REPORTING - MEASURING YOUR SUCCESS

This module focuses on using analytics tools to track campaign performance, measure results, and gain insights to improve future strategies. Students will learn to use Google Analytics to interpret data and generate reports

▶ **PROJECT: WEBSITE ANALYTICS AND REPORTING**

- Set up Google Analytics for a website (or use a demo account).
- Track key metrics like website traffic, user behavior, and conversions.
- Create a report summarizing the findings and providing actionable insights.

AI Tools: Google Analytics, Mixpanel, Amplitude

▶ **WHAT YOU WILL LEARN:**

- Understanding key digital marketing metrics and their significance.

- Using Google Analytics to track website traffic, user behavior, and campaign performance.

- Creating reports that communicate insights and recommendations.

▶ Skills: Data Analysis   Reporting   Insights Generation

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Module 10

PORTFOLIO BUILDING - SHOW YOUR WORK

This module guides students in compiling and refining their project work into a compelling professional portfolio that showcases their digital marketing skills and achievements.

▷ **PROJECT: DIGITAL MARKETING PORTFOLIO DEVELOPMENT**

- Select and curate projects that best represent their skills and experience.
- Develop a visually appealing portfolio website or presentation.
- Write compelling case studies that highlight their contributions and results.

AI Tools: Canva (for visual design), ChatGPT (for writing assistance)

▷ **WHAT YOU WILL LEARN:**

- Principles of effective portfolio design and presentation.
- Strategies for showcasing projects and highlighting key skills.
- Crafting compelling case studies that demonstrate impact.

▷ Skills:　　(Portfolio Curation)　　(Presentation Skills)　　(Storytelling)

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Module 11

CAREER PATH & DEVELOPMENT - CREATIVE JOURNEY

This module provides guidance on career pathways, job search strategies, and professional development in the digital marketing industry. Students will develop a career plan and prepare for job interviews.

▷ **PROJECT: DESIGN PORTFOLIO DEVELOPMENT**

- Research different career paths in digital marketing and identify areas of interest.
- Develop a tailored resume and cover letter highlighting relevant skills and experience.
- Practice interview techniques and prepare for networking events.

AI Tools: ChatGPT (for resume and cover letter assistance), LinkedIn (for networking)

▷ **WHAT YOU WILL LEARN:**

- Exploring career options in digital marketing and identifying suitable roles.
- Effective strategies for job searching, networking, and personal branding.
- Crafting compelling resumes and cover letters that stand out.
- Developing interview skills and confidence.

▷ Skills: `Career Planning`   `Networking`   `Self-Promotion`   `Personal Branding`

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Your **Portfolio** Journey

Remember, your portfolio symbolizes your dedication, resilience, and creativity. We at Create Bahrain eagerly await the extraordinary story you'll weave. Your portfolio is more than a collection—it's your launchpad for global influence. Join us in this memorable journey!

Webpage with
www.createbahrain.com

Local **Certificate** Recognition

This certificate, while validating your skills and efforts, also amplifies your career prospects, giving you a competitive edge in the local job market. Let's reach for excellence together with Create Bahrain.

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DELIVERY METHODS

CREATE BAHRAIN
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ONE-ON-ONE PRIVATE CLASSES
Tailored instruction that meets your unique learning curve.

GROUP CLASSES
Collaborative and interactive, harnessing the power of collective intelligence.

WORKSHOPS & SEMINARS
Intensive sessions focusing on specific skills or projects.

FAST CRASH COURSES
Condensed learning for professionals on the move, delivering essential skills swiftly and effectively.

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OUR CREDENTIALS

NATO OTAN | SAM.GOV® | وزارة الصناعة والتجارة Ministry of Industry and Commerce

OUR CLIENTS

ARCAPITA

'TORAY'

MJ Garden

/carbon COMMUNICATIONS

Daniele Decor

My Café

ATELIER CL

Mesk Holdings

مدرسة ابن خلدون الوطنية
Ibn Khuldoon National School

alba Aluminium for the world

Gulf

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Ministry of Municipalities Affairs and Agriculture

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Marilia L M
3 reviews

★★★★★ 2 months ago

Amazing experience at Create Bahrain. Attended a private course to learn Sketchup and it was the best investment I've done on myself. Definitely recommended

Pauline Marcombe
2 reviews

★★★★★ a month ago

Highly recommend!

Jasmine McDuffie
2 reviews

★★★★★ 3 months ago

I am thankful for Mr.Stoyan. He took the time to assist me with my music videos, which goes towards what we are building in my music career. He even taught my videographer a lot of industry standard practices so our videos can be professional. He avails himself when needed and I recommend any videographer or photographer in Bahrain to take his class. He is a patient teacher and he will get you to your desires goals.

Jumana Alderazi
9 reviews

★★★★★ 3 months ago

I attended the Revit rendering workshop and was able to learn new techniques.

Kenneth Cosare
2 reviews

★★★★★ 3 months ago

It's been wonderful in these past few months of being in photography class of our instructor, Mr. Stoyan. I was able to learn a lot of things that helped me grow in being a good photographer. Create Bahrain is a recommended one 👍🎉

Mohamed Al Khaja
2 reviews · 1 photo

★★★★★ 3 months ago

As part of the Revit Workshop, it helped me learn so much about how to create visualization in Enscape and other plug-ins, our instructor Fatima was so helpful in allowing us to explore our projects

MORE ON OUR SOCIAL 📷 f ♪

Fahad Al Mannaei
1 review

★★★★★ 3 months ago

I have approached Create Bahrain for a Web Development Course so i can improve my skills in that field.
I can pretty much say that their courses are very comprehensive, professional and very flexible as you have the ability to focus on more important topics to make sure you have the best understanding of the desired subjects.

Highly recommended for anyone who is looking for professional staff to help you improve your skills in what interests you.

Waleed Saeed
2 reviews

★★★★★ 3 months ago

I enjoyed my time with createbahrain the instructors are active and fun to be around

Laura P
4 reviews

★★★★★ 3 months ago

Very informative classes. The instructors are very knowledgeable and helpful. I have learnt so many mind blowing things about photography. The staff is always quick to response to questions. If you want to learn about photography, this is the place to go. Thank you Create Bahrain for making this a fun experience.

Shawn Valentino
6 reviews · 2 photos

★★★★★ 8 months ago

Amazing institute proper setting for learning with the best instructors you can find in Bahrain. Instructor Stoyan is the best instructor u can find for graphic design, videography and even photography. I have been to other academys and they were trash but nobody teaches like they do in CreateBahrain.

Younis Shehab
1 review

★★★★★ 3 months ago

10/10 experience really enjoying the course and the atmosphere there would recommend

Do you have questions about our packages?

Don't worry, we're here to help!

Call us to discuss these packages!
Chat with us on WhatsApp.

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