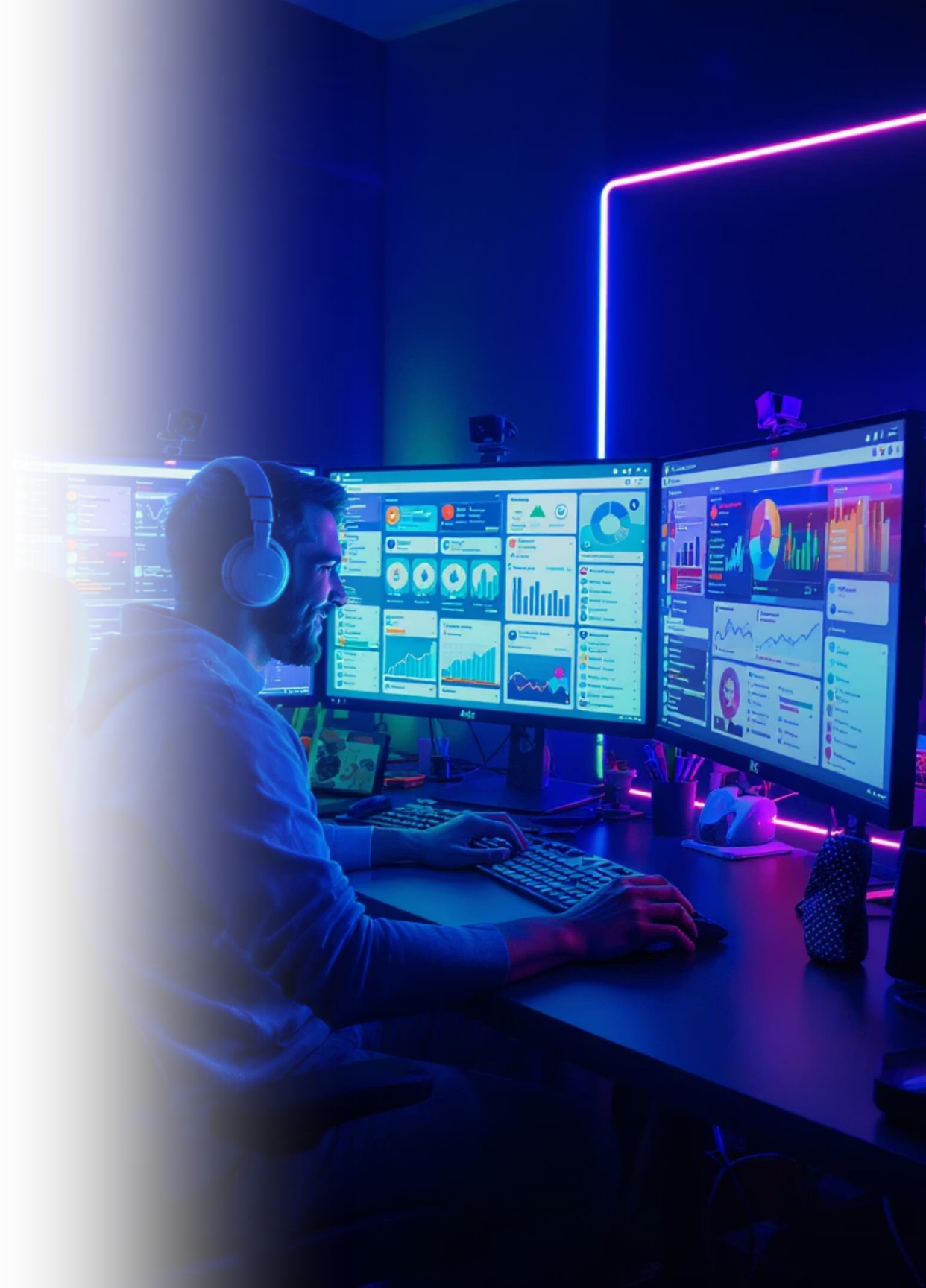


Digital Marketer Full Stack Diploma

IMFND[®]





Program Title

Digital Marketer Full Stack Diploma

Target Audience

Small business owners, beginners in digital marketing, and entry-level professionals across the MENA region (especially KSA, Egypt, UAE).

Duration

45 Sessions — 90 Hours | 2 hours per session

Diploma Structure

DEMO & Networking Day (1 session)

Module 1: Digital Marketing 101 (6 Sessions)

Module 2: Content Creation Mastery (6 Sessions)

Module 3: Meta Ads (6 Sessions)

Module 4: TikTok Ads (2 Sessions)

Module 5: Snapchat Ads (2 Sessions)

Module 6: X Ads (2 Sessions)

Module 7: LinkedIn Marketing (2 Sessions)

Module 8: SEO (6 sessions)

Module 9: Google Ads (6 sessions)

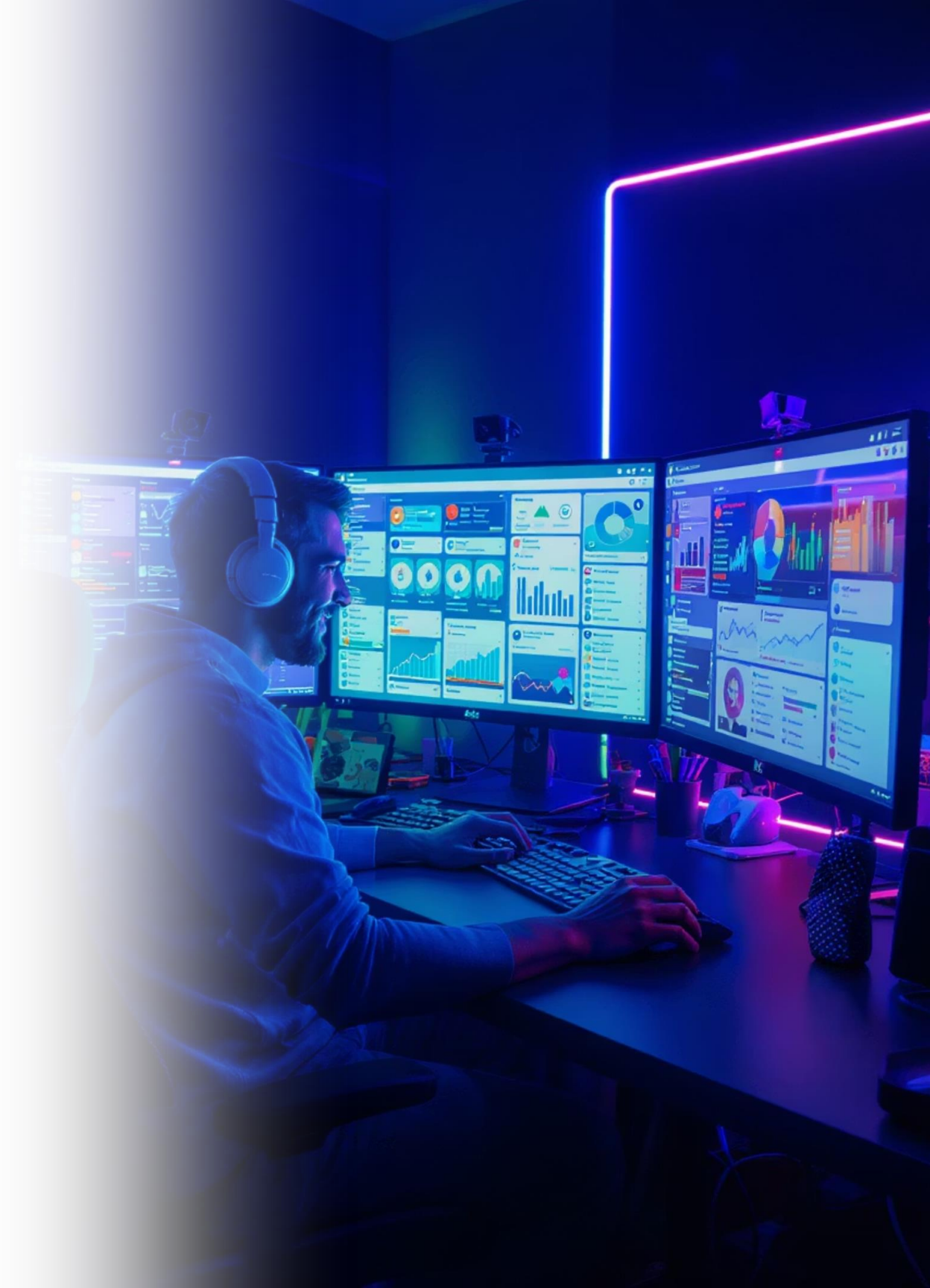
Module 10: Digital Planning & Reporting (2 sessions)

Module 11: Account Management (1 session)

Module 12: Freelancing for Digital Marketing (1 Session)

Module 13: Ai Use cases for Marketers (1 Session)

Module 14: Project Day (1 session)



Demo & Networking Day

Diploma Overview

Program Structure

- Explain program structure and timeline.
- Share attendance policy (minimum attendance requirement, lateness rules).
- Refund policy guidelines.
- Overview of tasks, assignments, and workshops.

Communication & Resources

- Communication methods & attendees' community (WhatsApp group, email, Classroom, etc.).
- Introduce the focal point from the coordination team for inquiries.
- Explain rules for receiving materials, certificates, and accessing recorded sessions (for online diplomas).

Facilities & Access

- For online classes – ensure all trainees can access the platform, materials, recordings.

Program Milestones

- Explain project day: objectives, requirements, and evaluation process.
- Inform about the feedback process During each course (mid-course checks).
- Explain Graduation Day
- Social Media coverage during the diploma



Instructor Presentations

Each instructor introduces themselves:



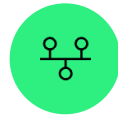
Background & Expertise

Professional background and expertise in their field



Course Leadership

Courses they will lead



Course Roadmap

Structured plan for the course progression



Topics & Skills

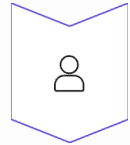
Key topics and skills covered in their course



Teaching Approach

Teaching style and expectations from trainees

Trainee Introductions



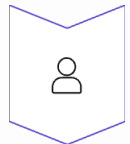
Personal Background

- Name, background, current role (if applicable).



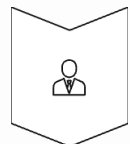
Experience Level

- Experience in marketing/digital.



Motivation

- Reasons for joining the diploma.



Expectations

- Expectations from the diploma and each course.



Skill Development

- Skills they aim to improve.
- What they want to gain through this diploma

Module 1: Digital Marketing 101 (6 Sessions / 12 H)

Session 1 – Orientation: Marketing & Branding

Duration: 2 hrs

- Understand the fundamentals of branding and Marketing in MENA.
- Differentiate between product branding vs. personal branding.

Topics: Branding pillars, positioning, market perception.

Task: Create a one-page brand statement.

Session 2 – Digital Marketing Career Path

Duration: 2 hrs

Identify core career tracks and future trends in digital marketing.

Topics: Performance marketing, content marketing, analytics, automation.

Tools Demo: LinkedIn Career Explorer.

Task: Build a personal career map.



Session 3 – Business Manager Setup for Social Media

Duration: 2 hrs

Objectives: Create and configure Meta Business Suite, TikTok Business Center, and Snapchat Ads Manager.

Tools Demo: Meta Business Suite, TikTok Business Center.

Task: Set up a dummy business manager account.

Session 4– Social Media Profiles & Pages Optimization

Duration: 2 hrs

- Optimize brand profiles/pages across all major social platforms for maximum credibility, discoverability, and conversion.

Core Topics:

- Profile structure per platform (Meta, Instagram, TikTok, LinkedIn, X, Snapchat).
- Brand asset alignment (logos, brand colors, typography).
- Profile CTAs (Shop Now, Book, Learn More).
- Localizing profiles for MENA markets (Arabic/English).
- AI-assisted copywriting for bios and descriptions.



Session 5 – Social Media Analysis

Duration: 2 Hours

What You Will Learn:

- Analyze audience, competitor, and content performance to inform strategy.
- Use native analytics and third-party tools for deeper insights.
- Translate data into actionable recommendations.

Learning Objectives:

- Identify KPIs for brand awareness, engagement, and conversions.
- Monitor competitor activity and industry benchmarks.
- Generate audience insights for better targeting.

Core Topics:

- Key metrics per platform (Reach, Engagement Rate, CTR, ROAS).
- Competitor benchmarking & social listening.
- Using audience insights to create personas.
- AI-powered sentiment analysis for comments and messages.
- Building weekly/monthly performance reports
- Tools: rivaliq, page insights



Session 6 – Social Media Strategy & Planning

Duration: 2 Hours

What You Will Learn:

- Build a platform-specific, goal-driven social media strategy.
- Plan campaigns that align with sales funnels and seasonal opportunities.
- Create a structured content calendar for consistent execution.

Learning Objectives:

- Define campaign objectives per funnel stage (TOF, MOF, BOF).
- Align social content with brand campaigns, promotions, and events.

Core Topics:

- Mapping campaign objectives to KPIs.
- Platform prioritization & role definition.
- AI-assisted content planning & topic generation.
- Seasonal and event-based campaign planning (Ramadan, National Day).
- Assigning budget and resources per platform.



Module 2: Content Creation Mastery (6 Sessions / 12 H)

Session 1 – Content Strategy Foundations

Duration: 2 Hours

- Defining brand voice & visual identity.
- Content pillars: educational, entertaining, inspirational, promotional.
- Audience behavior insights (KSA, Egypt, UAE examples).
- AI brainstorming for content ideas.

Session 2 – Copywriting for Social Media

Duration: 2 Hours

- Writing hooks & headlines for each platform.
- Micro-copy for captions, CTAs, and ad copy.
- Adapting tone for Gen Z vs professional audiences.
- AI-assisted copywriting workflows.



Session 3 – Visual Content Creation (Static & Carousel)

Duration: 2 Hours

- Design principles: layout, hierarchy, and brand consistency.
- Carousel storytelling for Instagram & LinkedIn.
- Using Canva templates & custom branding kits.
- AI-generated visuals with Freepik AI.

Session 4 – Video Content Creation & Editing

Duration: 2 Hours

- Short-form video trends (TikTok, Reels, Shorts).
- Scripting & storyboarding.
- Shooting with smartphones & editing with CapCut.
- Adding captions, transitions, and brand elements.

Session 5 – Content Repurposing & Multi-Platform Publishing

Duration: 2 Hours

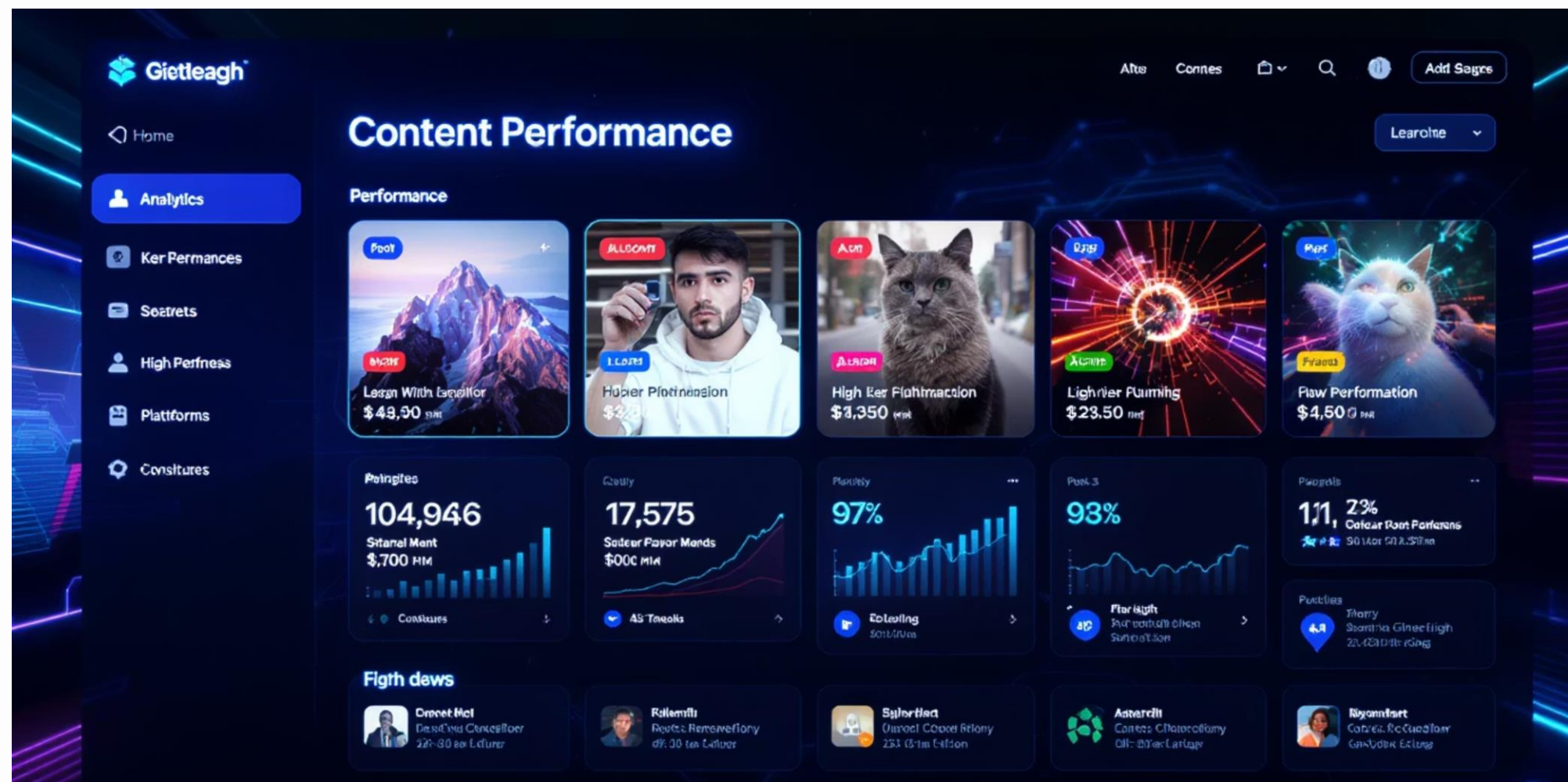
- Turning one piece of content into multiple formats.
- Scheduling tools (Meta Creator Studio, Buffer).
- Platform-specific optimization (hashtags, timing, dimensions).



Session 6 – Performance Analysis & Optimization

Duration: 2 Hours

- Reading native analytics & identifying high-performing content.
- Setting up content KPIs & dashboards.
- Iterating based on data & feedback.
- Building monthly content reports for clients.



Workshops (Integrated Across Track)

1 Content Framework Planning

Develop comprehensive content frameworks aligned with business goals and audience needs.

2 AI Copywriting & Creative Generation

Hands-on practice with AI tools to accelerate content creation while maintaining brand voice.

3 Canva Carousel Design

Create engaging, on-brand carousel posts optimized for maximum engagement.

4 Short-form Video Production

Plan, shoot, and edit compelling short-form videos for TikTok, Reels, and Shorts.

5 Multi-Platform Scheduling & Repurposing

Efficiently adapt and schedule content across multiple platforms.

6 Content Performance Analysis & Reporting

Analyze content metrics and create actionable reports for continuous improvement.

Content Tools



Canva

Design platform for creating social media graphics, presentations, posters, and other visual content.



ChatGPT

AI-powered language model for generating copy, ideas, and content outlines.



Dream Face AI

AI tool for creating and editing realistic human faces for marketing materials.



Buyer Persona App

Tool for creating detailed customer personas to inform targeted content creation.



CapCut

Video editing application optimized for creating short-form social media content.



Run Way

AI-powered creative suite for video editing and visual content generation.

Module 3: Meta Ads (6 Sessions / 12 H)

Session 1: Introduction & Platform Setup

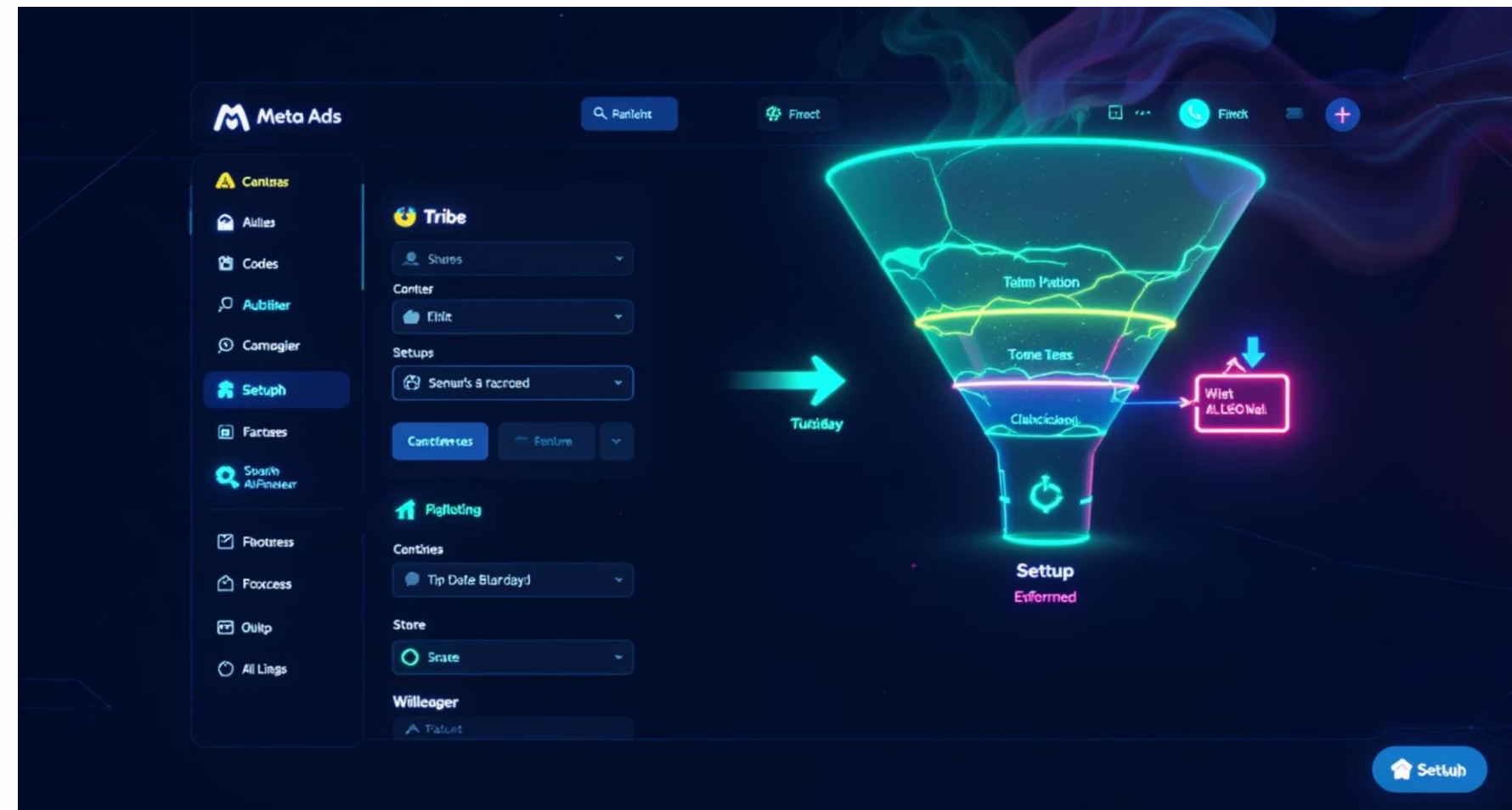
Duration: 2 Hours

- Meta Business Suite vs Ads Manager
- Ad Account Creation & Permissions
- Payment Setup
- Common Terminologies
- Customer Journey & Campaign Funnel

Session 2: Campaign Planning & Briefs

Duration: 2 Hours

- Taking a Campaign Brief
- Competition Analysis
- Planning Campaign Objectives
- Funnel Mapping
- Technical Objective Selection
- Learn how to define and segment audiences.
- Apply geographic, demographic, behavioral, and interest targeting.



Session 3: Campaign Structure & Audience Targeting

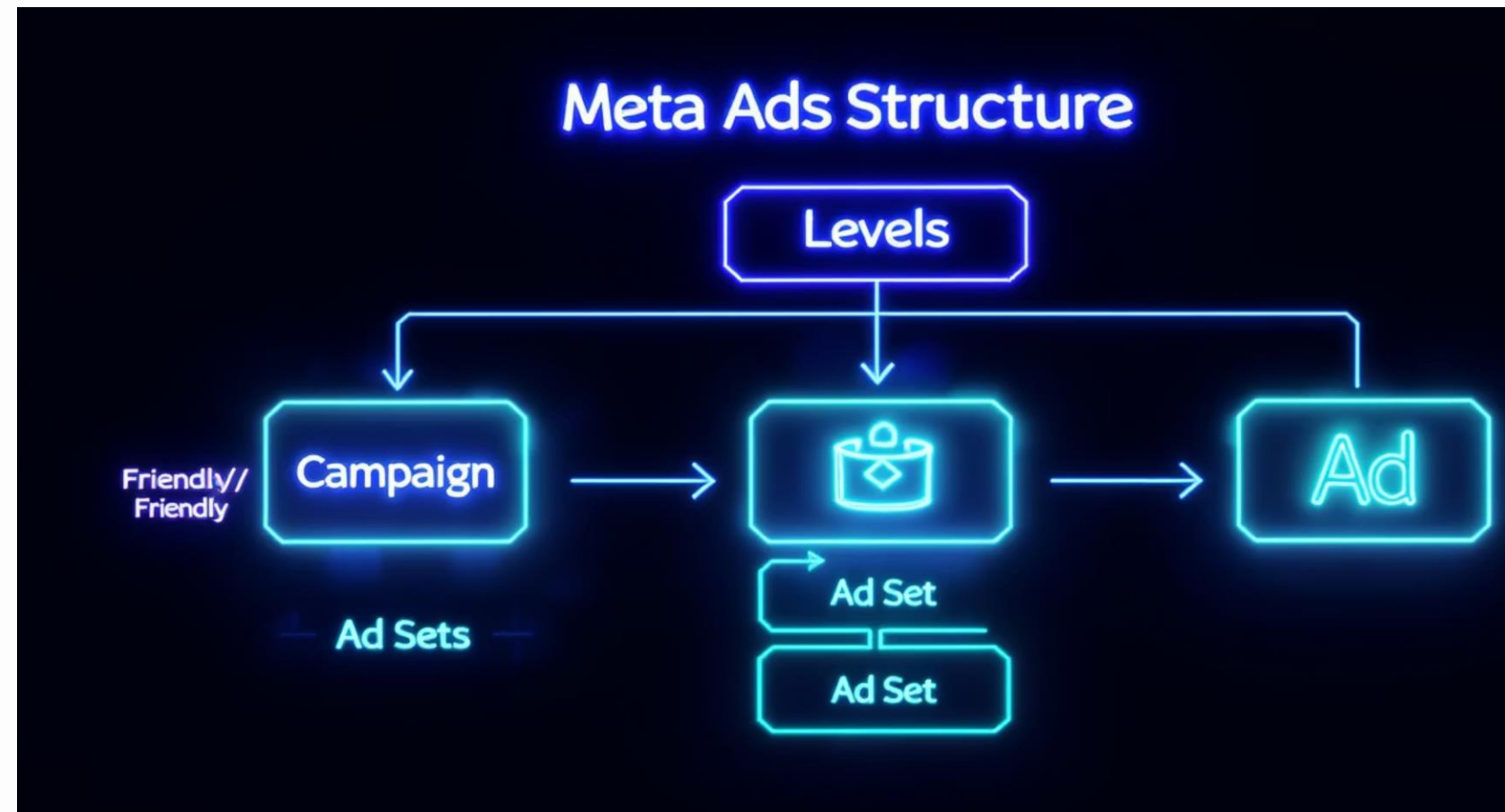
Duration: 2 Hours

- Meta Ad Structure (Campaign, Ad Set, Ad)
- Core Targeting (Location, Age, Gender, Languages)
- Detailed Targeting (Interest, Behavior, Demographic)
- Custom Audiences
- Lookalike Audiences

Session 4: Placements, Budgeting & Bidding

Duration: 2 Hours

- Daily vs Lifetime Budgets
- Bidding Strategies (Lowest Cost, Cost Cap, Bid Cap)
- Placement Options (Automatic vs Manual)
- Platform Placement Planning (IG vs FB)



Session 5: Creatives & Ad Formats

Duration: 2 Hours

- Creative Best Practices
- Static vs Carousel vs Video
- Copywriting for Meta Ads
- Engagement vs Lead vs Sales Campaigns

Session 6: Implementation & Optimization

Duration: 2 Hours

- Ad Creation Walkthrough
- Campaign Optimization Techniques
- Diagnosing Performance Drop
- Scaling Winning Ad Sets



Workshops

Develop comprehensive campaign strategies based on business objectives and target audience analysis.

Module 4: TikTok Ads 2 Sessions | 4 Hours

Session 1 – TikTok Ads Fundamentals & Campaign Setup **Duration: 2 Hours**

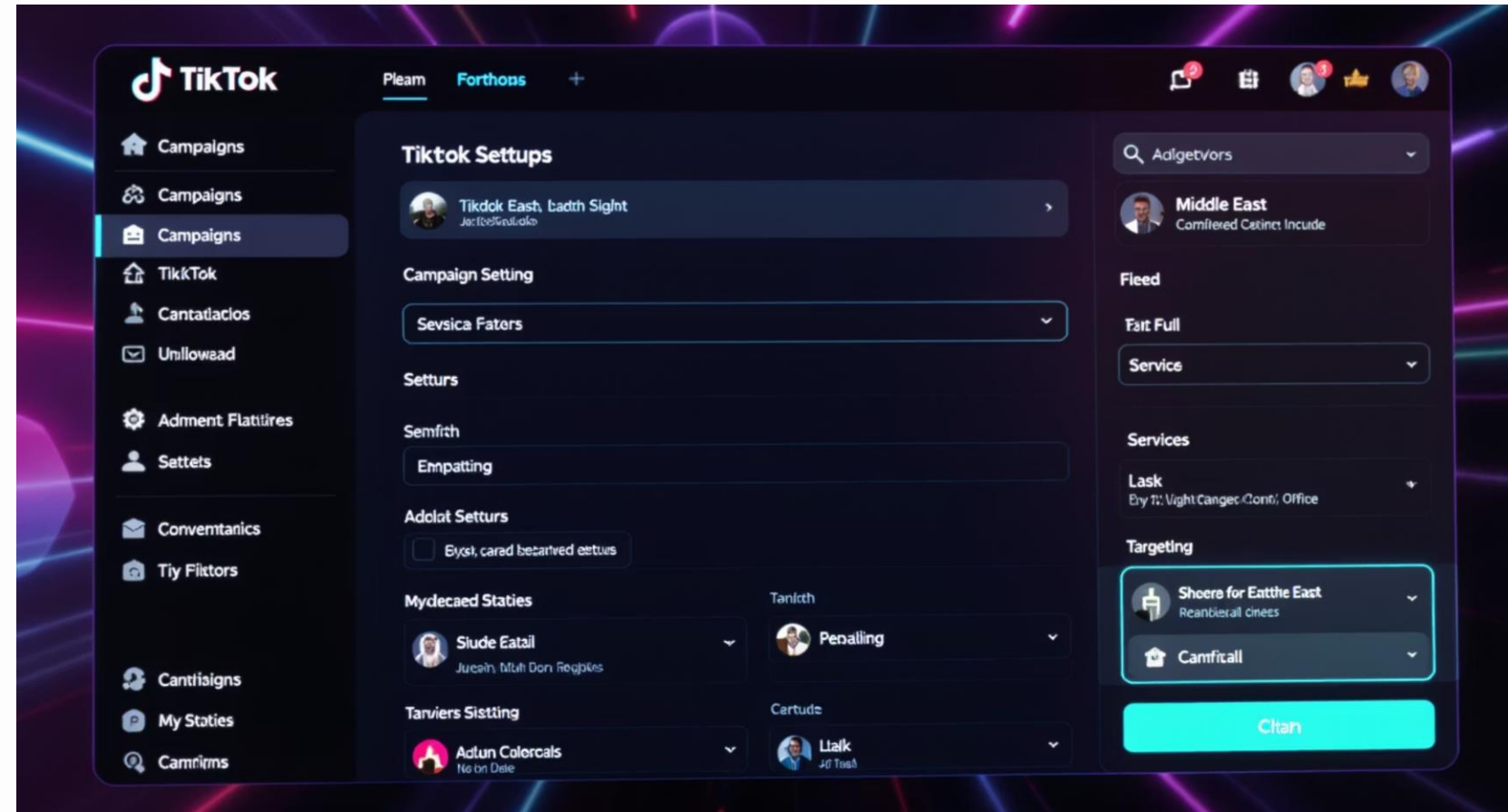
- TikTok's marketing potential in KSA, Egypt, UAE
- Campaign objectives and ad formats (In-feed, Spark, Top View, Branded Content)
- Pixel & Events Manager setup
- Creating first campaign, ad group, and ad

Session 2 – Creative Strategy & Optimization **Duration: 2 Hours**

- TikTok's "3-second hook" principle
- Trendspotting & integrating trending sounds
- UGC-style vs brand-style creatives
- Performance analysis and optimization loop
- Scaling winning creatives

Workshops:

Identify current TikTok trends and develop creative concepts that align with brand objectives while leveraging trending formats.



Set up a complete TikTok ad campaign from scratch, including audience targeting, creative development, and performance monitoring.

Module 5: Snapchat Ads 2 Sessions | 4 Hours

Session 1 – Snapchat Ads Basics & Campaign Setup

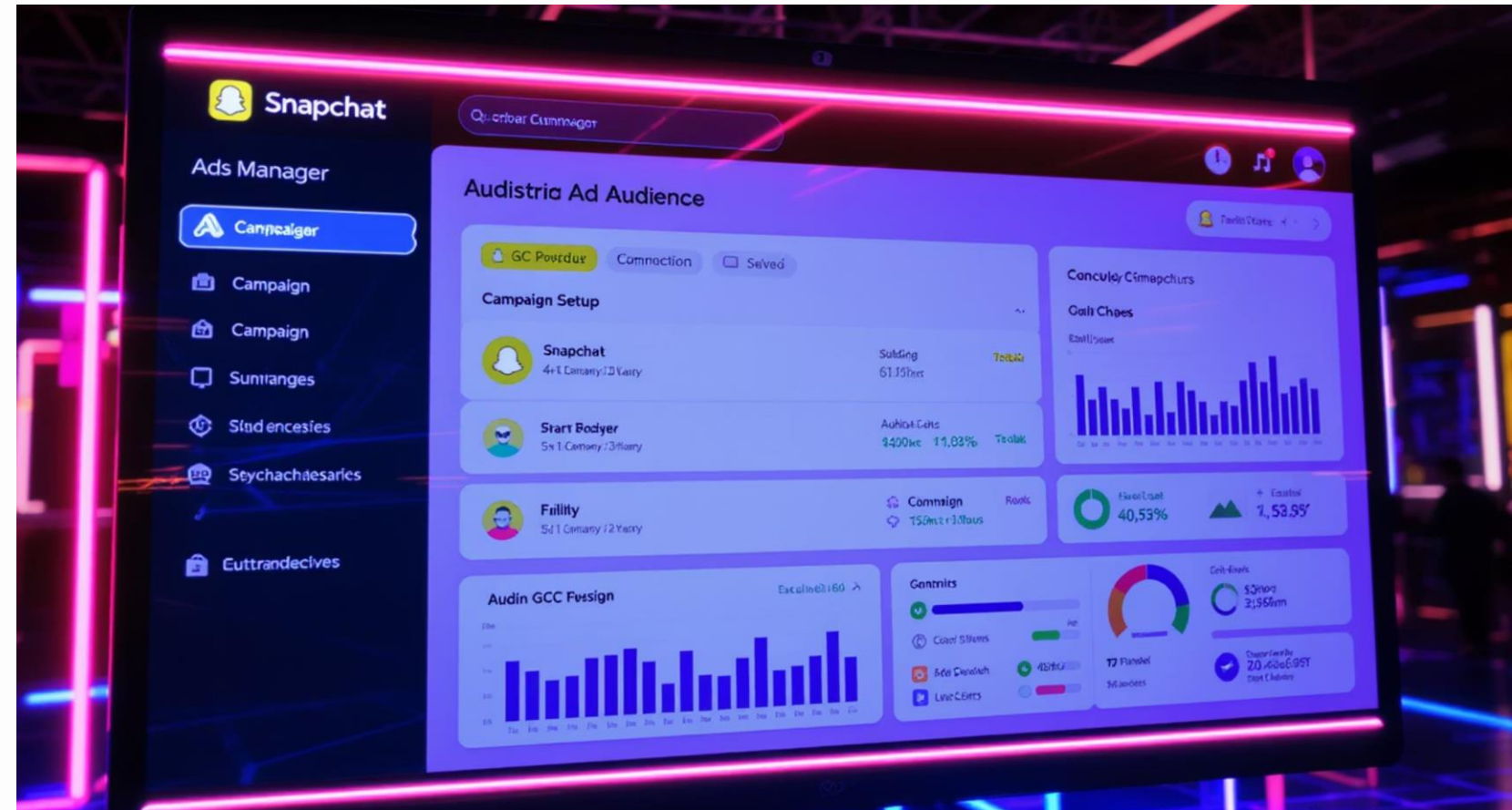
Duration: 2 Hours

- Snapchat in the GCC: audience insights
- Campaign objectives, ad formats, and placements
- Setting up Snap Pixel and event tracking
- Building first Snap Ads campaign

Session 2 – Creative Strategy & Optimization

Duration: 2 Hours

- Designing Ads for Vertical Content
- Develop Connected Ad sequences that build narrative & improve brand memory
- AR Lens Creation Basics
- Reading Snapchat Analytics to improve CTR & ROAS



Module 6: X Ads

2 Sessions | 4 Hours

Session 1 – X Ads Fundamentals & Campaign Setup

Duration: 2 Hours

- The role of X in KSA, Egypt, and UAE marketing
- Campaign objectives and ad formats
- Audience targeting strategies and keyword targeting
- Creating your first promoted tweet

Session 2 – X Creative Strategy & Optimization

Duration: 2 Hours

- Learn effective budget optimization strategies
- Creative Strategies for Winning Ads
- Implement scaling Ads Strategies
- Scaling winning campaign with trend hijacking
- Analyze campaign metrics and optimize performance

Workshops:

Create a Promoted Tweet Campaign
for a Trending Event



Create a strategic content plan centered around effective hashtag usage to maximize organic and paid reach.

Module 7: LinkedIn Marketing

2 Sessions | 4 Hours

IMFND[®]

B2B targeting

Strategies for reaching business decision-makers through precise audience segmentation.

Sponsored campaigns

Creating and optimizing paid LinkedIn campaigns for lead generation and brand awareness.

Case Study: B2B SaaS lead generation in UAE

Real-world example of successful LinkedIn marketing for software companies in the region.

Content strategy

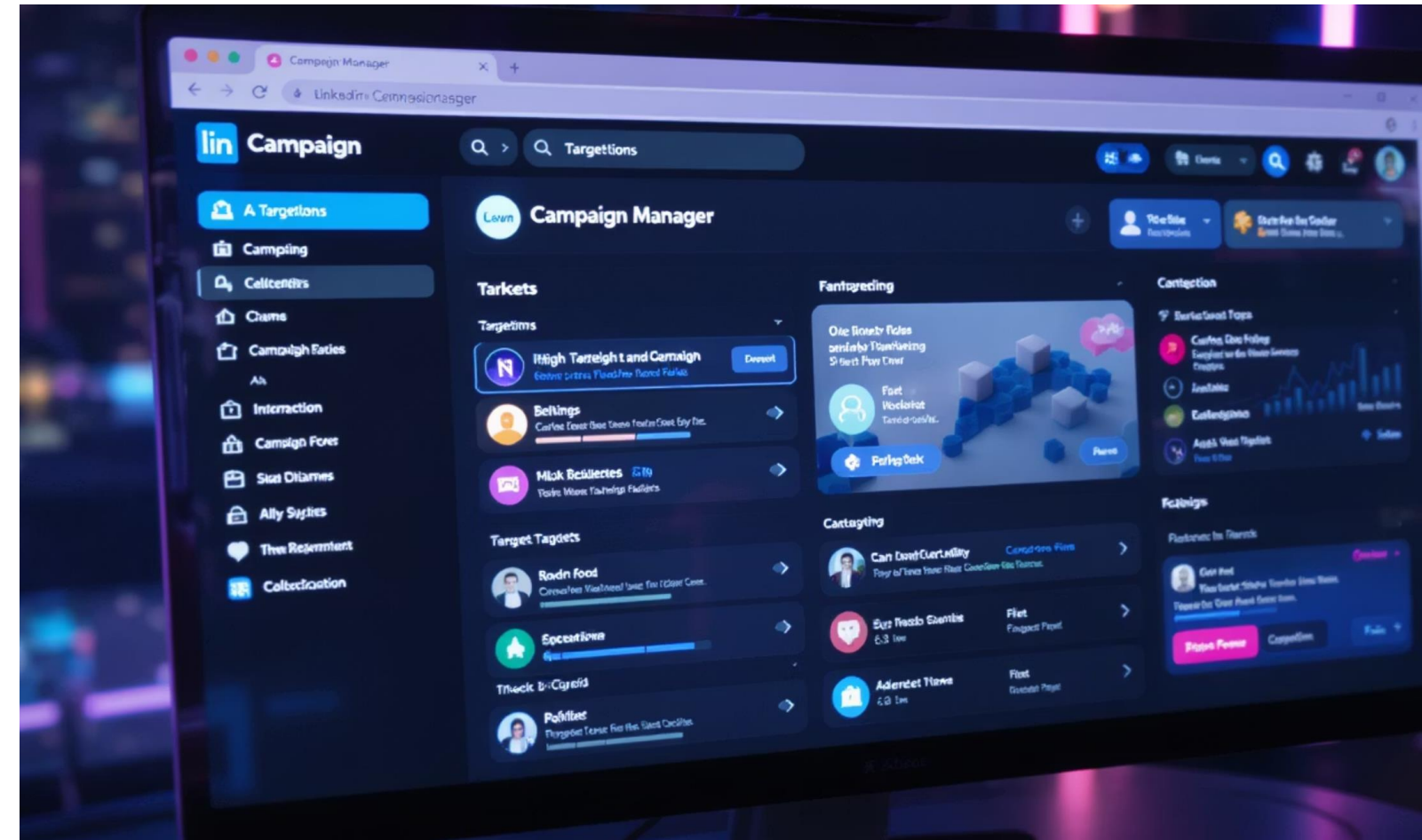
Developing professional content that resonates with business audiences and drives engagement.

Tools: LinkedIn Campaign Manager

Mastering the platform's advertising tools for campaign creation, targeting, and analysis.

Activity: Create a LinkedIn ad campaign

Hands-on practice developing a complete sponsored content campaign from strategy to execution.



Module 8: SEO

(6 Sessions / 12 H)

Session 1 – Search Engine Landscape

Duration: 2 Hours

- SEO Career Path
- Search Engine Market Share Worldwide
- Search Engine Customer Journey - inbound
- SERP Structure
- SEO Usage
- How Search Engine Works?
- Definitions & Terminologies
- Google Algorithms
- Google Ranking Factors (Updated Factors)

Session 2 – Technical Process

Duration: 2 Hours

- Comprehensive Site audits & Competitive analysis
- Identifying Keyword, Keyword Research
- On Page SEO Optimization (Meta tags, heading, content structure)
- Creating & Optimizing Content Writing
- Off Page Optimization, Building authority through backlinks, citations, and brand mention
- Tracking and measure performance



Session 3 – Keywords Foundation & Content Optimization

Duration: 2 Hours

- Importance of Keyword Research Plan
- Tools to analyze keywords (Search Volume, Competition & Opportunity)
- Keywords Strategy based on performance
- Understanding Keywords attributes (intent, difficulty, Volume and business value)
- Content Optimizing for Site Structure
- Analyzing Content quality
- Optimize non-text components (Enhancing images, videos, interactive elements for better search visibility)
- Practical Techniques for improving individual page performance

Session 4 – Building External Links

Duration: 2 Hours

- Importance of Backlinks for domain authority & search ranking
- Link Earning Opportunities through content, and industry presence
- How social media engagement complements and enhance link building efforts
- Ethical Strategies for attracting high quality backlinks from websites
- Develop a comprehensive strategy to build a natural, valuable backlinks



Session 5 – SEO Implementation

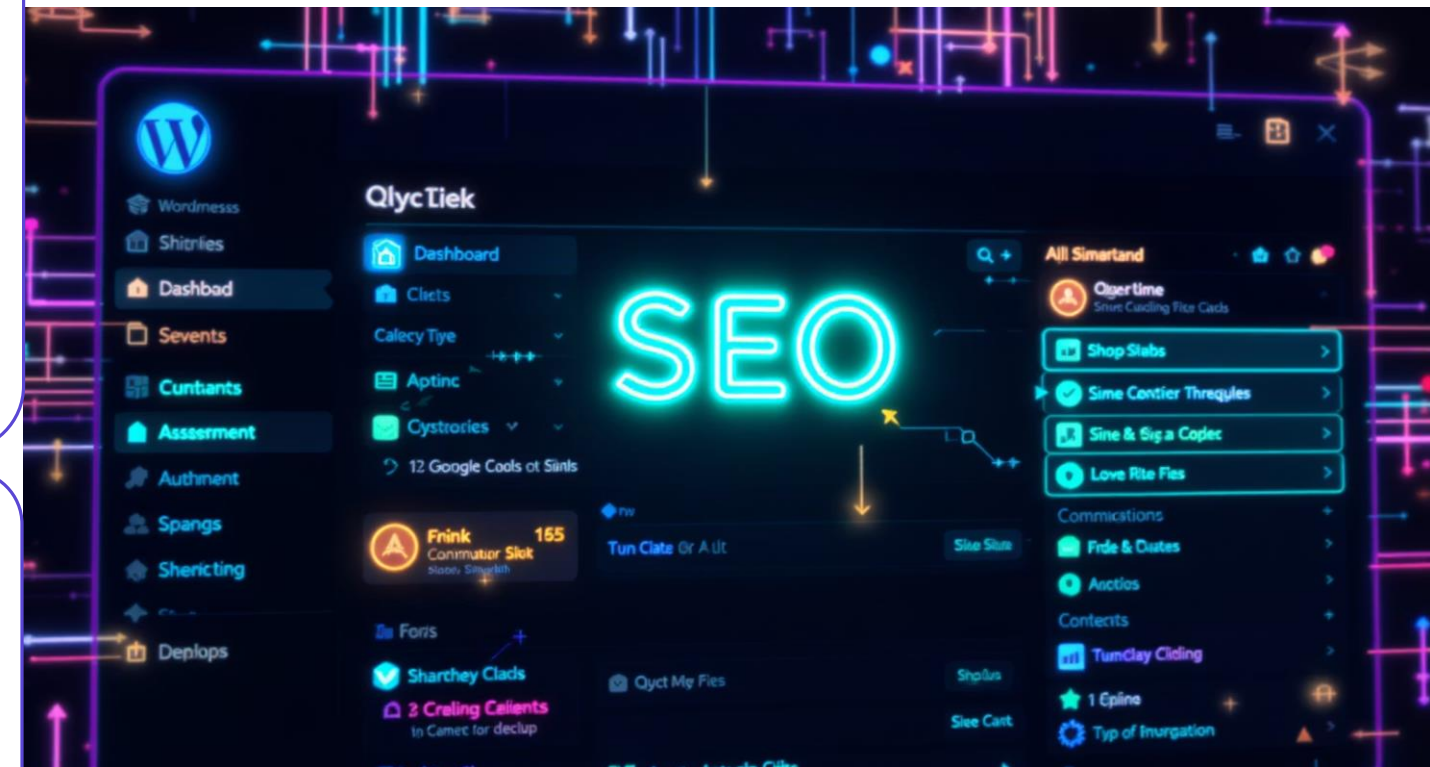
Duration: 2 Hours

- Applying SEO best practices directly in HTML CSS, and JavaScript
- Optimizing content management systems for better search visibility
- Using WordPress & Shopify plugins to enhance SEO capabilities
- Understanding realistic timeframes for implementations and results

Session 6 – SEO Strategy & Reporting

Duration: 2 Hours

- Measure SEO Performance
- Develop Comprehensive SEO Strategies
- SEO Audit & Analytics Tools
- Key Metrics to track | Visibility, Traffic, engagement and conversion
- SEO Tips & Tricks for effective optimization



Duration: 2 Hours

- ## Session 2 – Search Campaigns (Planning)

Duration: 2 Hours

- ## Session 3 – Search Campaigns (Implementation & Optimization)

Duration: 2 Hours

- [illegible]

Module 10: Digital Planning & Reporting (2 Sessions / 4 H)

Campaign performance dashboards

Creating comprehensive visual representations of marketing performance across channels.

KPI tracking

Identifying and monitoring the most relevant metrics for campaign success evaluation.

Tools: Google Data Studio

Building interactive, shareable reports that consolidate data from multiple platforms.

Task: Build a sample report

Create a comprehensive performance report for a simulated campaign with actionable insights.



Module 11: Special Topics

3 Sessions | 6 Hours

Account Management (1 session/ 2H)

Master the art of client relationships, expectation setting, and delivering consistent value to marketing clients.

Freelancing for Digital Marketers (1 session/ 2H)

Learn how to establish yourself as a freelance digital marketing professional, from finding clients to pricing your services.

AI Use Cases for Marketers (1 session/ 2H)

AI copywriting, automated ad scaling, trend prediction, and other cutting-edge applications to enhance marketing efficiency.



Final Project (1 Session)

Trainees will work in groups to design, execute, and present a complete digital marketing funnel for a simulated brand (KSA, Egypt, UAE market variations).

Evaluation Criteria:

1

Strategy clarity

Clear articulation of marketing objectives, target audience, and channel selection rationale.

2

Creative execution

Quality and effectiveness of content, ads, and visual assets created for the campaign.

3

ROI estimation accuracy

Realistic projections of campaign performance and return on investment calculations.

4

Presentation & reporting

Professional communication of campaign strategy, implementation, and expected results.



Value from the Diploma

Career-Ready Skills

Learn every core area of digital marketing — from social media strategy to paid ads, and AI applications.

Hands-On Learning

Work on real regional case studies from **KSA, Egypt, and UAE** markets.

Job & Freelance Ready

Graduates can immediately work as Social Media specialists, media buyers, or Content Creator Professional.

Business Impact

Small business owners will be able to set up, run, and optimize complete marketing systems without relying heavily on external agencies.

AI-Driven Competence

Unique focus on **AI tools for marketers**, ensuring future-proof skills.



Diploma Advantage

100% practical, project-based learning with live business accounts

Real **regional case studies** (KSA, Egypt, UAE)

Integrated **AI marketing training**

ROI dashboards & templates included

Post-graduation mentoring & career support

Certification

Type:

Digital Marketer
Full Stack Diploma

Awarding Body:

IMFND Academy

Recognition:

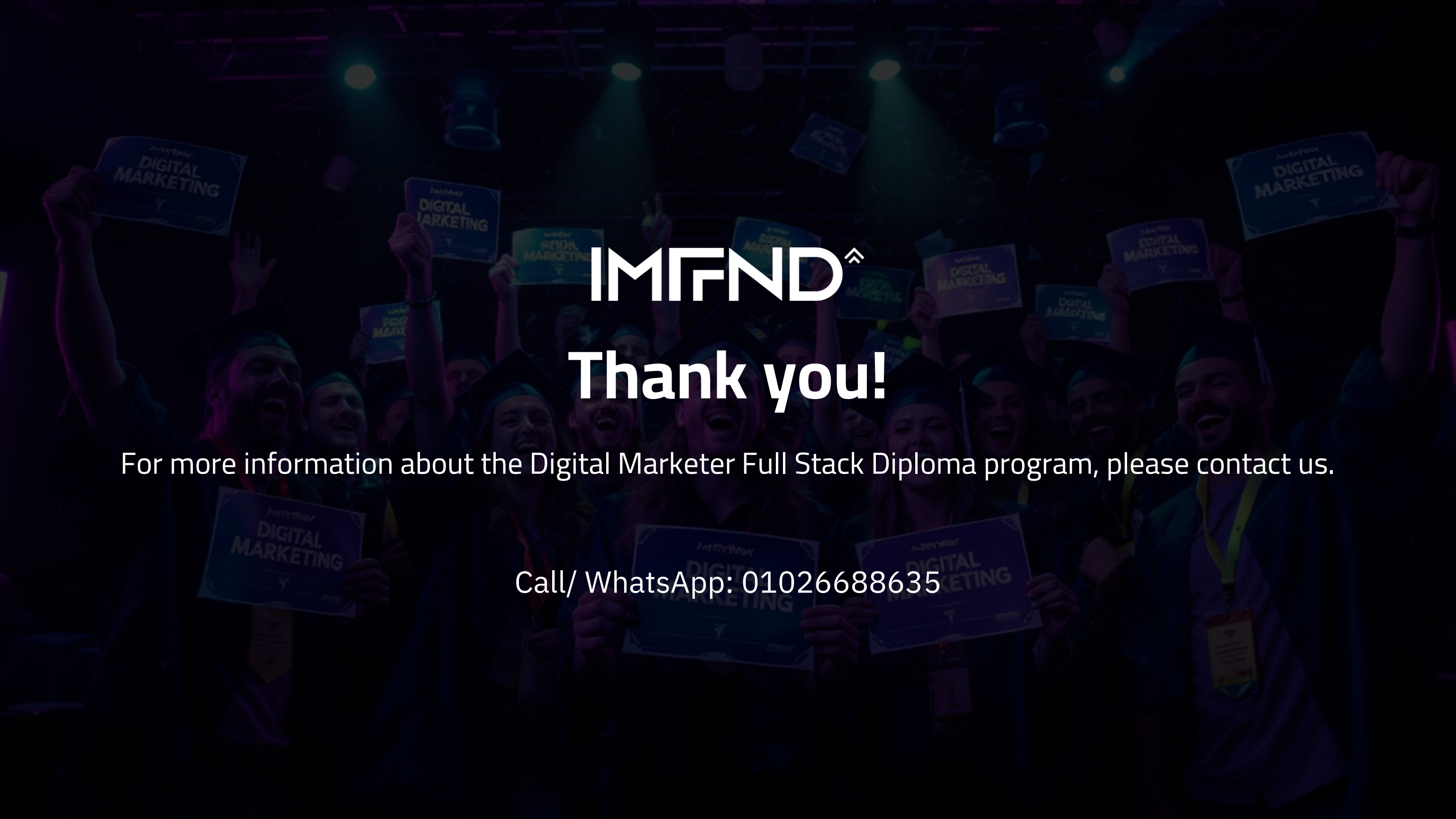
Recognized across MENA region for its practical, job-ready skills focus.

Pricing

20,000 EGP | 🕒 17,000 EGP
Online (Live via Zoom)

Includes course materials,
ROI dashboards, and lifetime access
to recorded sessions.





IMFND[®]

Thank you!

For more information about the Digital Marketer Full Stack Diploma program, please contact us.

Call/ WhatsApp: 01026688635