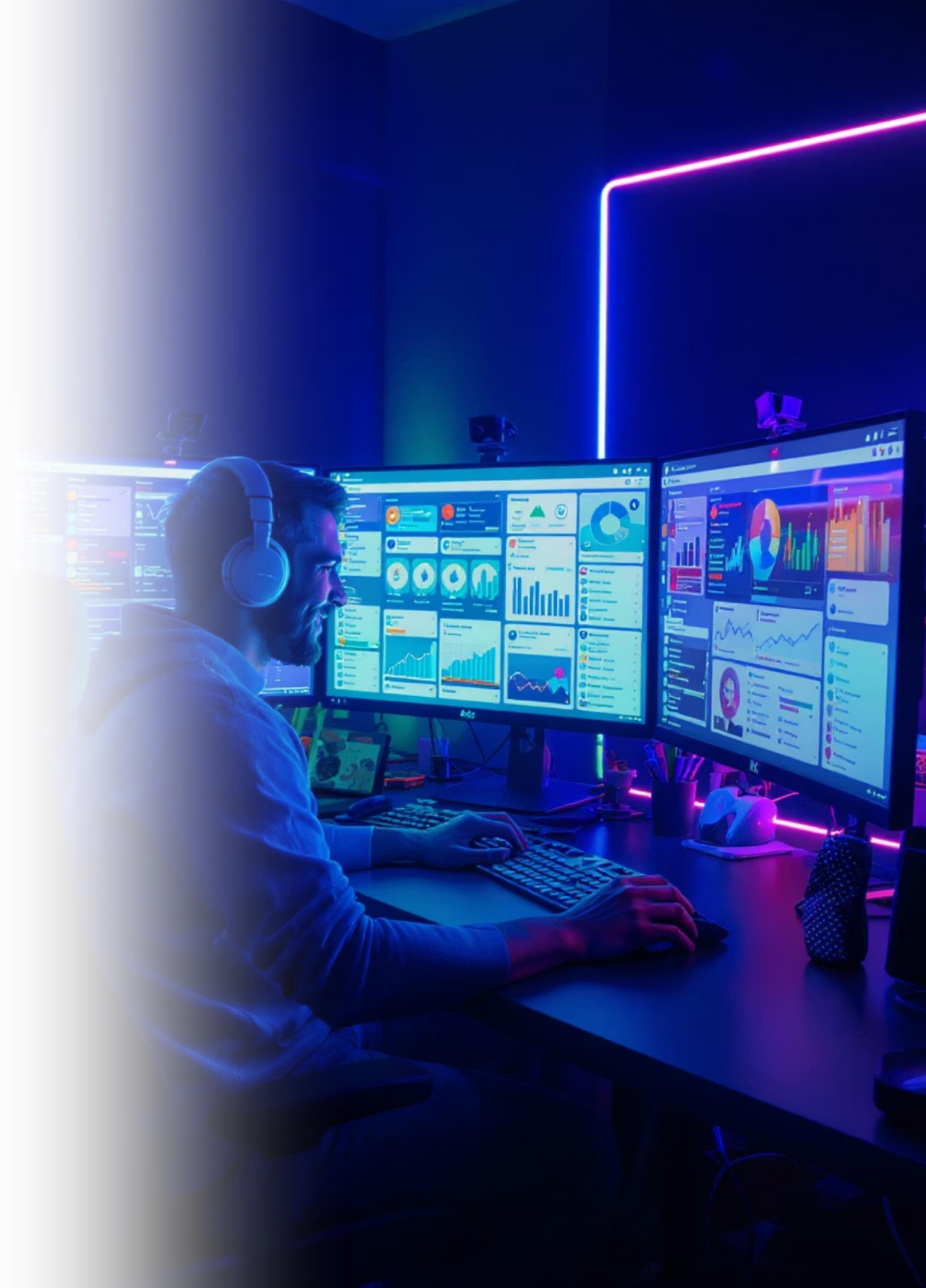


# Digital Marketer Full Stack Diploma

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# 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 — 135 Hours** 3 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)**

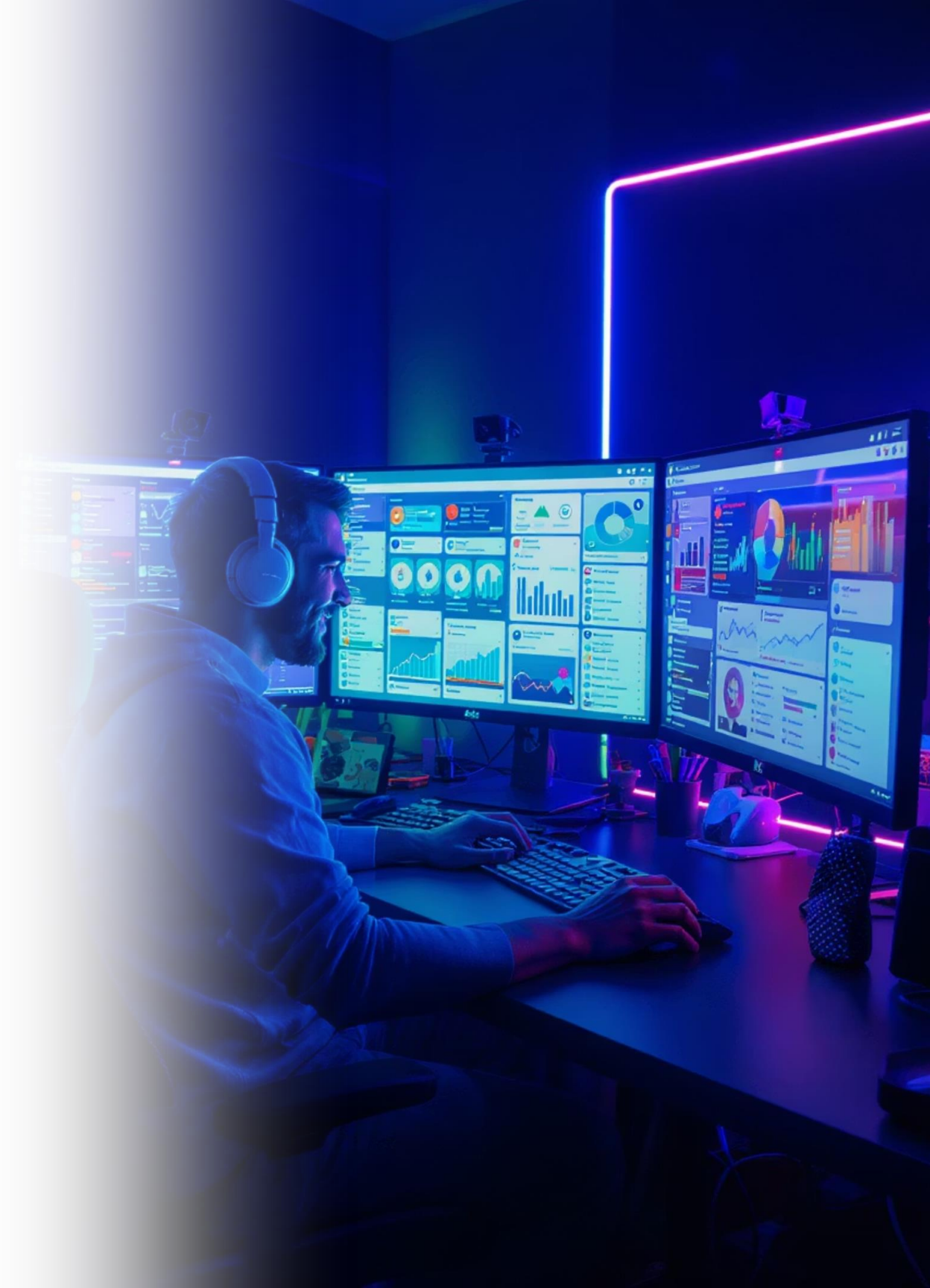
**Module 10: Digital Planning & Reporting (2 sessions)**

**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:



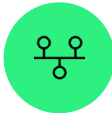
## Background & Expertise

Professional background and expertise in their field



## Course Leadership

Courses they will lead



## Course Roadmap

Structured plan for the course progression



## Topics & Skills

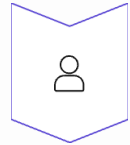
Key topics and skills covered in their course



## Teaching Approach

Teaching style and expectations from trainees

# Trainee Introductions



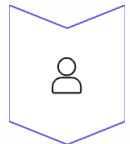
## Personal Background

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



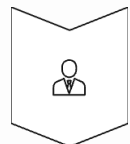
## Experience Level

- Experience in marketing/digital.



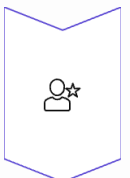
## Motivation

- 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 / 18 H)

## Session 1 – Orientation: Marketing & Branding

**Duration:** 3 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:** 3 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:** 3 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:** 3 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: 3 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:** 3 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 / 18 H)

## Session 1 – Content Strategy Foundations

**Duration:** 3 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:** 3 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:** 3 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:** 3 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:** 3 Hours

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

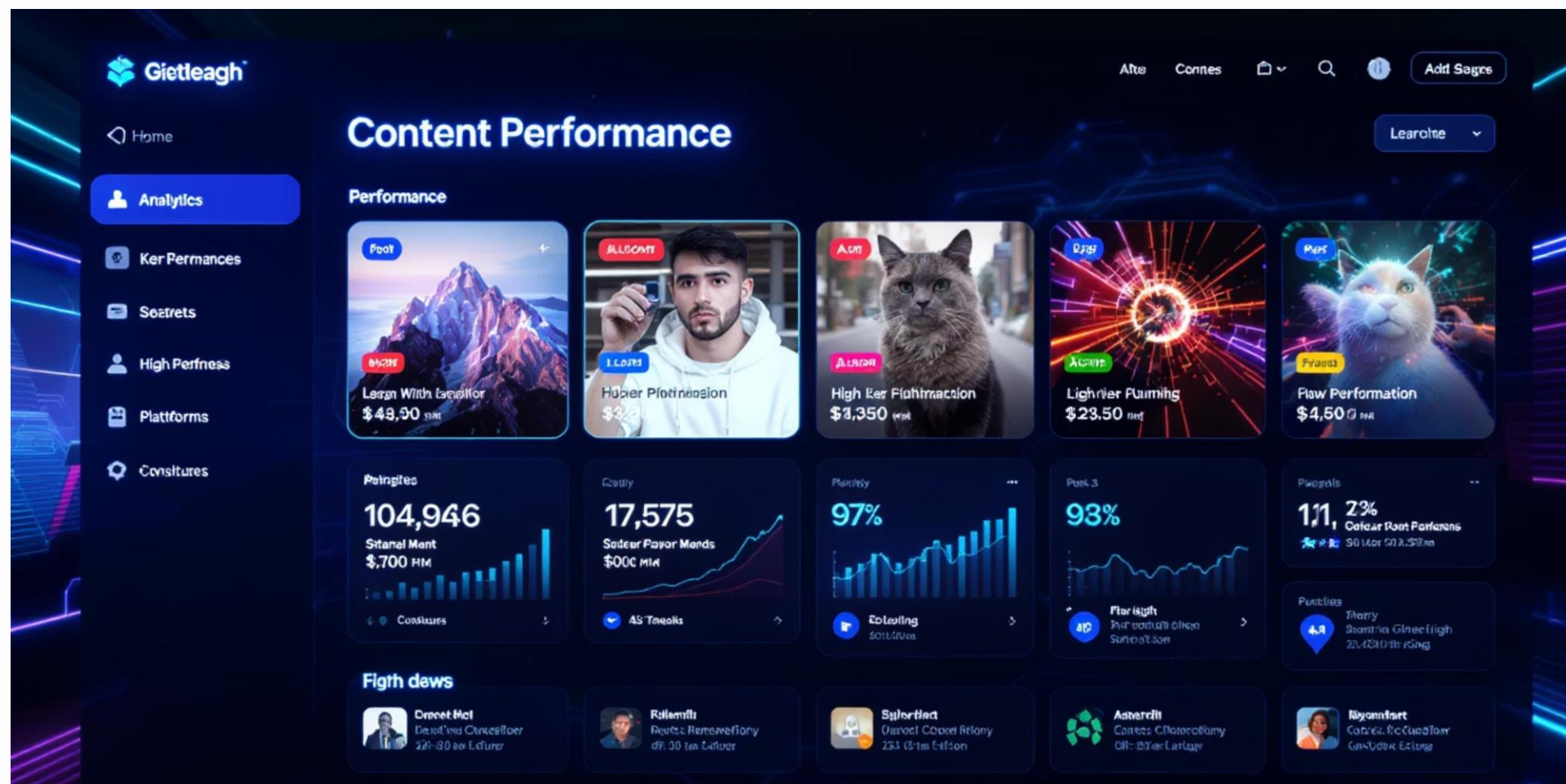




## Session 6 – Performance Analysis & Optimization

**Duration:** 3 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 / 18 H)

## Session 1: Introduction & Platform Setup

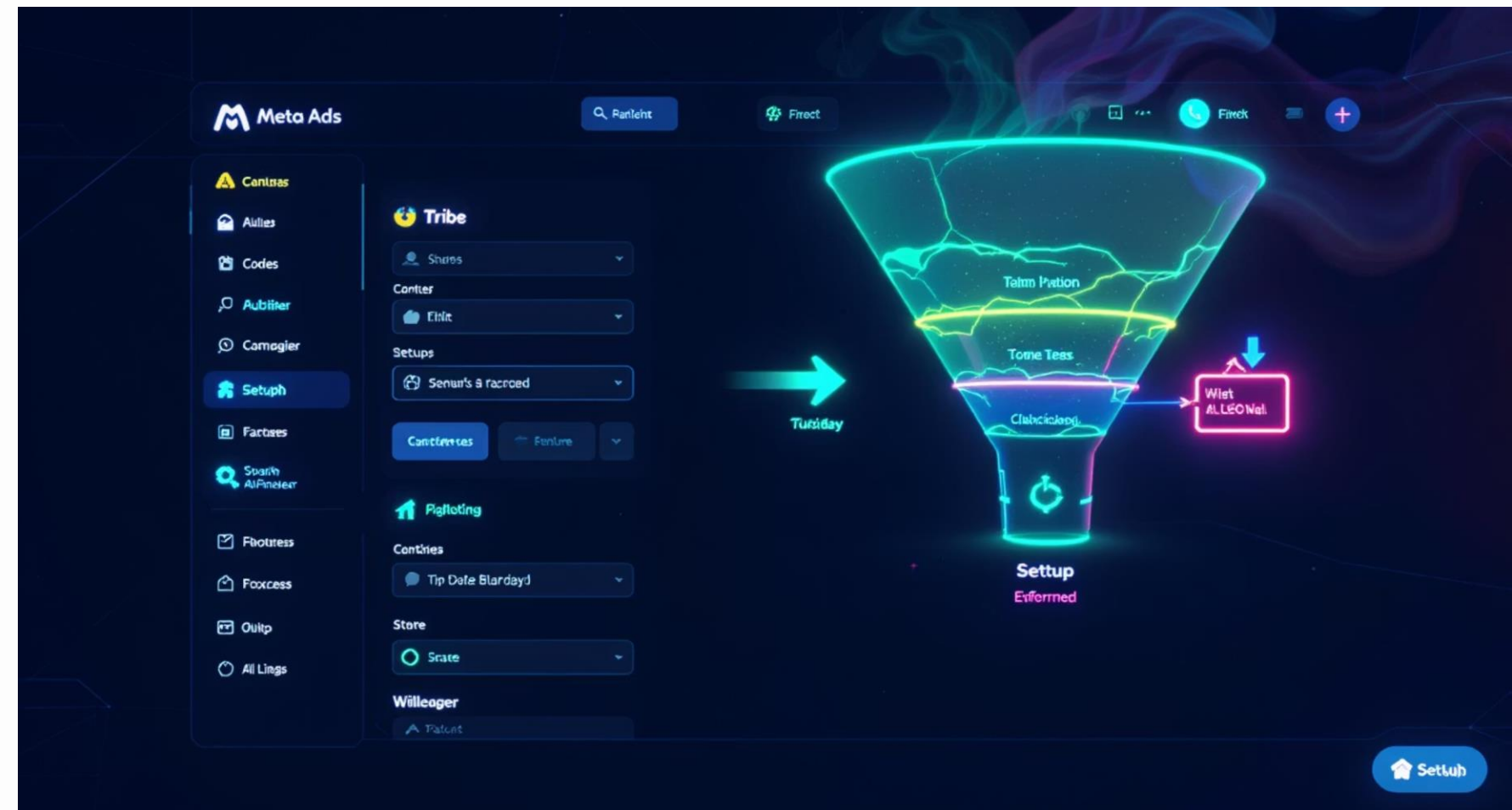
**Duration:** 3 Hours

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

## Session 2: Campaign Planning & Briefs

**Duration:** 3 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

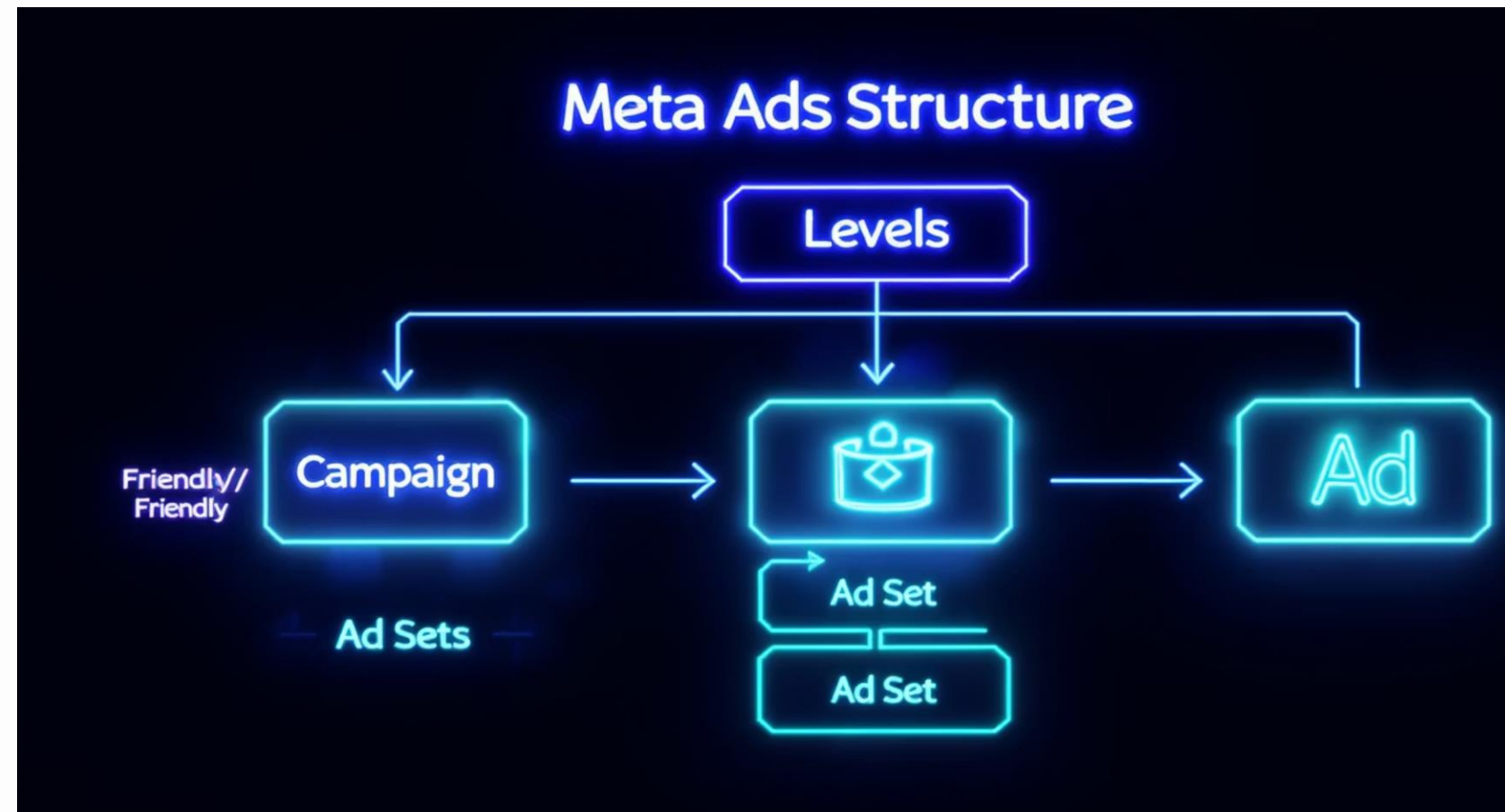
**Duration:** 3 Hours

- 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:** 3 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:** 3 Hours

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

## Session 6: Implementation & Optimization

**Duration:** 3 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 | 6 Hours

## Session 1 – TikTok Ads Fundamentals & Campaign Setup **Duration: 3 Hours**

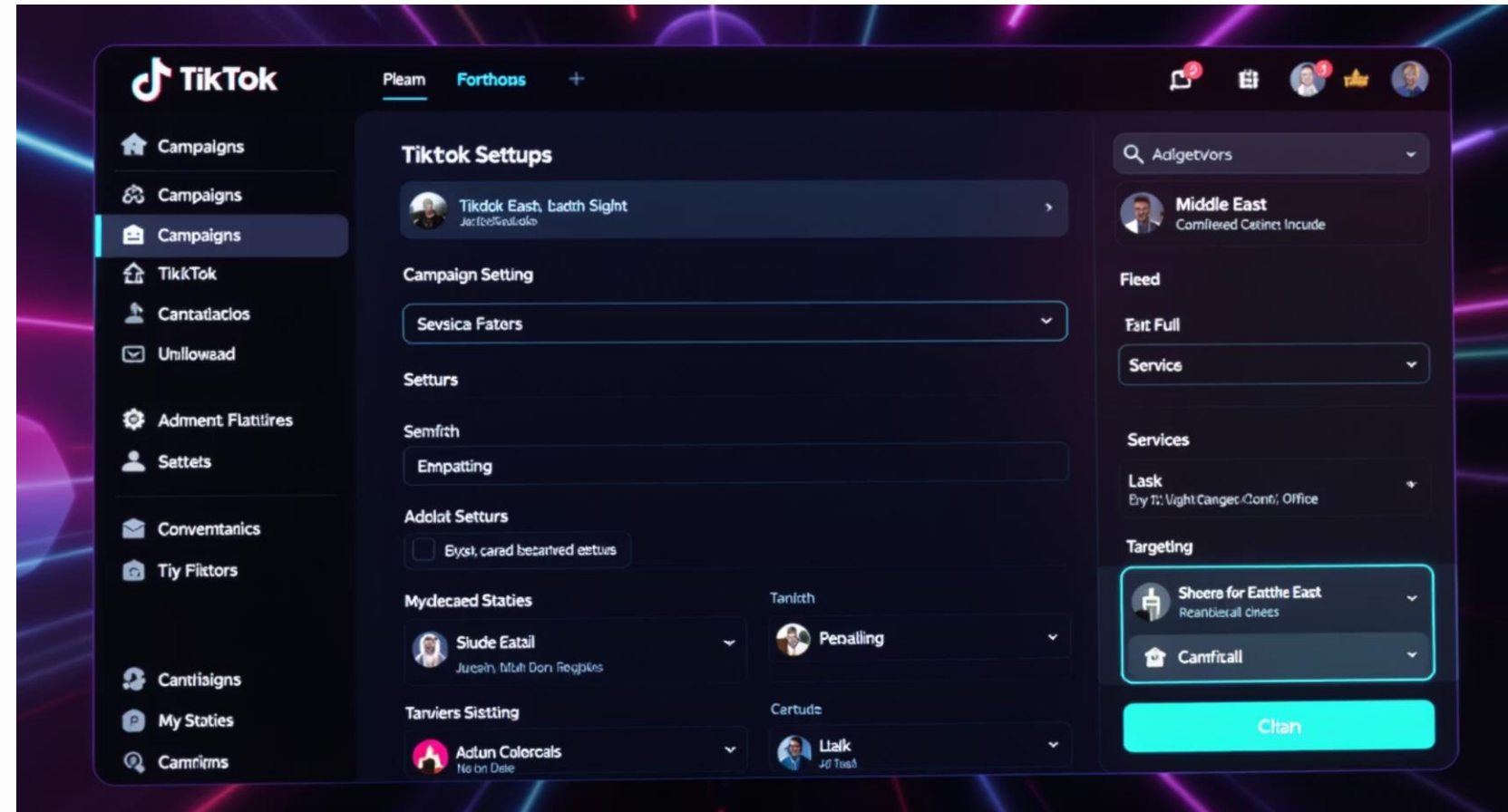
- TikTok's marketing potential in KSA, Egypt, UAE
- Campaign objectives and ad formats (In-feed, Spark, Top View, Branded Content)
- Pixel & Events Manager setup
- Creating first campaign, ad group, and ad

## Session 2 – Creative Strategy & Optimization **Duration: 3 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 | 6 Hours

## Session 1 – Snapchat Ads Basics & Campaign Setup

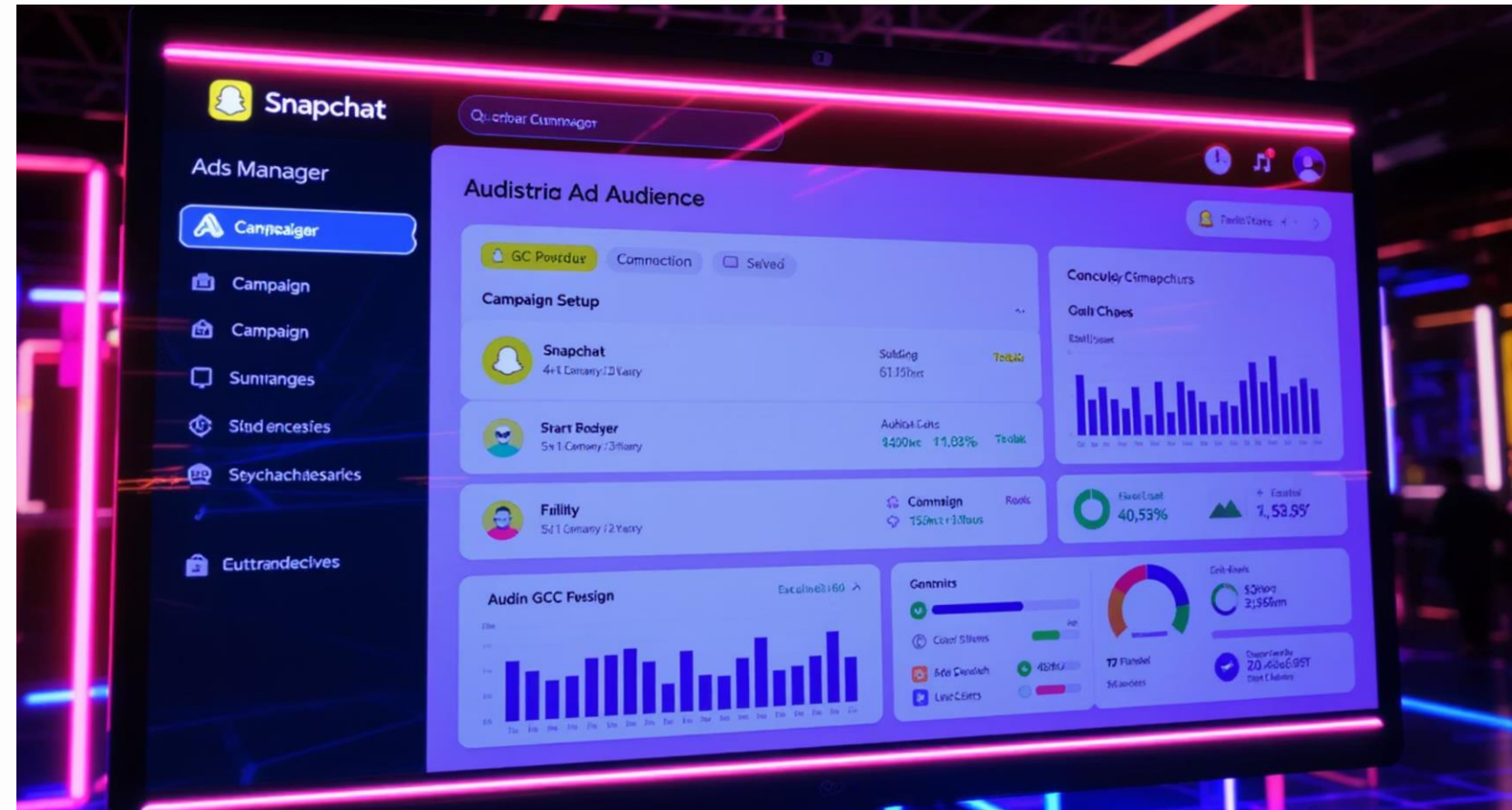
**Duration:** 3 Hours

- 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:** 3 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 | 6 Hours

## Session 1 – X Ads Fundamentals & Campaign Setup

**Duration:** 3 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:** 3 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 6: LinkedIn Marketing

2 Sessions | 6 Hours

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## 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 5: SEO

(6 Sessions / 18 H)

## Session 1 – Search Engine Landscape

**Duration:** 3 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:** 3 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:** 3 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:** 3 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

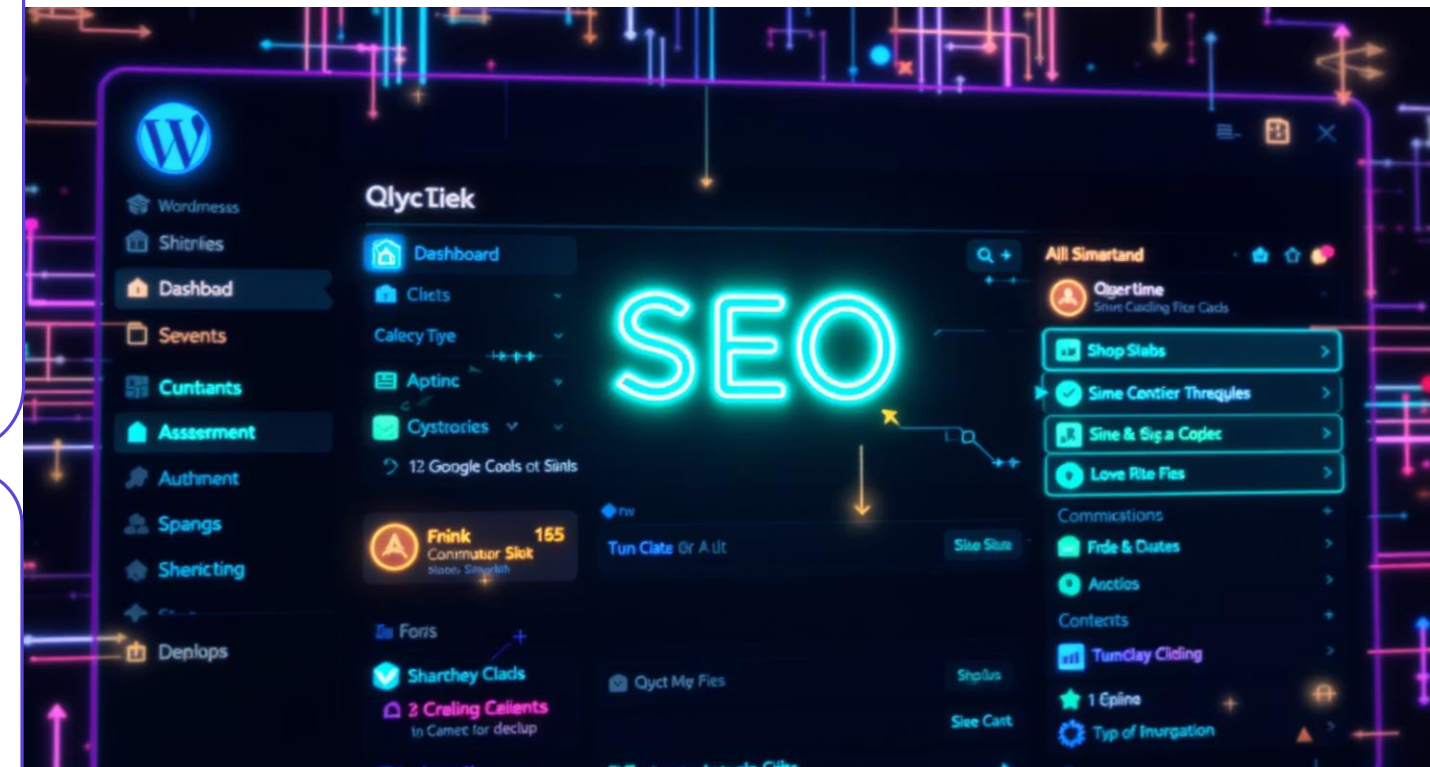
**Duration:** 3 Hours

- 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:** 3Hours

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



# Module 6: Google Ads (6 Sessions / 18 H)

## Session 1 – Introduction & Google Ads Landscape

**Duration:** 3 Hours

- Intro to Google Ads, overview, and marketing perspective.
- Website Conversion Funnel & online advertising terms.
- Why advertise on Google? Benefits, campaign types & objectives.
- Account structure, creation, and audience research.

## Session 2 – Search Campaigns (Planning)

**Duration:** 3 Hours

- Campaign brief, keyword selection, match types.
- Extensions, bidding strategies, and planning tips.

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

**Duration:** 3 Hours

- Campaign setup, common ad disapproval reasons.
- Optimization best practices, auction insights, negative keywords.
- Ads ranking, positions, and writing tips.



## Session 4 – Display Campaigns

**Duration:** 3 Hours

- Google Display Network overview & ad formats.
- Bidding strategies, targeting methods, and audience manager.
- Planning, forecasting, and campaign implementation.

## Session 5 – Video Campaigns

**Duration:** 3 Hours

- YouTube ad formats & bidding strategies.
- Planning, targeting, implementation, and optimization.

## Session 6 – Reporting & Analysis

**Duration:** 3 Hours

- Reporting templates for each campaign type.
- Analyzing performance and preparing actionable insights.

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





# Module 8: Digital Planning & Reporting (2 Sessions / 6 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.



# 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

25,000 EGP |  22,000 EGP  
**Offline (Classroom)**

In-person training with direct instructor interaction and networking opportunities.





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Thank you!

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

Call/ WhatsApp: 01026688635