

## Essential of digital marketing for nonmarketers

*Istanbul (Turkey)*

*11 - 15 May 2025*

UK Traininig

# PARTNER



## Essential of digital marketing for nonmarketers

Code: CC28 From: 11 - 15 May 2025 City: Istanbul (Turkey) Fees: 3900 Pound

### Introduction

Discover the essentials of digital marketing through our 5-day program designed specifically for individuals from non-marketing backgrounds. In an increasingly digital world, understanding the fundamentals of digital marketing has become crucial for professionals across various roles. This course provides a comprehensive overview of key digital channels and strategies, empowering participants to harness the power of digital tools to enhance their organization's presence, engagement, and success. Join us to unlock the potential of digital marketing and navigate the digital landscape with confidence.

- Understanding the Digital Landscape
- Importance of Digital Marketing for Non-Marketers
- Overview of Key Digital Channels

### Course Objectives

- Defining Learning Goals and Expectations
- Identifying Relevance for Various Roles within an Organization
- Creating a Framework for Skill Development

### Course Outlines

#### Day 1

- Exploring Website Basics
- Navigating User-Friendly Interfaces
- Introduction to Search Engine Optimization SEO
- Grasping the Concept of Keywords
- Understanding the Role of Content

#### Day 2

UK Training

**PARTNER**



- Embracing Social Media Platforms
- Overview of Major Social Media Channels
- Leveraging Social Media for Brand Awareness
- Interacting with Social Media Metrics
- Crafting Engaging Social Media Content

### Day 3

- Unveiling the Power of Email Marketing
- Importance of Email Communication
- Building Effective Email Campaigns
- Analyzing Email Campaign Performance
- Best Practices for Engaging Emails

### Day 4

- Introduction to Pay-Per-Click Advertising PPC
- Understanding Paid Search and Display Advertising
- Initiating Basic Keyword Research
- Crafting Compelling Ad Copy
- Interpreting PPC Metrics

### Day 5

- Exploring the World of Content Marketing
- Role of Valuable Content in Marketing
- Creating a Content Strategy
- Showcasing Expertise Through Blogging
- Measuring Content Effectiveness

UK Training  
**PARTNER**



## Blackbird Training Cities

### Europe



Zurich (Switzerland )



Stockholm (Sweden)



Lyon (France)



Copenhagen (Denmark)



Bordeaux (France)



Annecy (France)



Oslo (Norway)



Edinburgh (UK)



Glasgow (Scotland )



Malaga (Spain)



London (UK)



Istanbul (Turkey)



Amsterdam (Netherlands)  
(Switzerland)



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Manchester (UK)



Milan (Italy)

### USA & Canada



Los Angeles (USA)



Florida (USA)



Online



Boston (USA)



Washington (USA)



Miami(USA)



New York (USA)



Toronto (Canada)



## Blackbird Training Cities

### Asia



Baku (Azerbaijan)



Maldives (Maldives)



Manila (Philippines)



Bali (Indonesia )



Bangkok (Thailand)



Beijing (China)



Moscow (Russia )  
(Malaysia)



Singapore (Singapore )



Sydney (Australia)



Tokyo (Japan)



Dubai (UAE)



Kuala Lumpur



Jakarta (Indonesia)

### Africa



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Marocco)



Nairobi (Kenya)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



## Blackbird Training Clients



UK Training  
**PARTNER**

## Blackbird Training Categories

### Management & Admin

Professional Skills  
Finance, Accounting, Budgeting  
Media & Public Relations  
Project Management  
Human Resources  
Audit & Quality Assurance  
Marketing, Sales, Customer Service  
Secretary & Admin  
Supply Chain & Logistics  
Management & Leadership  
Agile and Refinement

### Technical Courses

Hospital Management  
Public Sector  
Special Workshops  
Oil & Gas Engineering  
Telecom Engineering  
IT & IT Engineering  
Health & Safety  
Law and Contract Management  
Customs & Safety  
Aviation  
C-Suite Training



 International House 185 Tower Bridge  
Road London SE1 2UF United Kingdom

 +44 7401 1773 35  
+44 7480 775526

 [training@blackbird-training.com](mailto:training@blackbird-training.com)

 [www.blackbird-training.com](http://www.blackbird-training.com)

UK Training  
**PARTNER**

