

**AZM UNIVERSITY,
IN COLLABORATION WITH WIDEBOOST S.A.R.L,
PRESENTS**

**DIGITAL MARKETING
WORKSHOP**

**ON SATURDAY FEBRUARY 23rd 2019
AT THE AZM UNIVERSITY CAMPUS, TRIPOLI**

WHY ATTEND?

We are living in a digital age and promoting any business without the use of digital marketing will face high risks of failure. Understanding and using the most popular marketing tools to improve online communications with customers is vital for a company's future.

WHAT TO EXPECT?

- Segmenting, Positioning, Targeting in the digital world
- Understanding the Digital Marketing Mix
- Learning about communication tools: Social Media, Email Marketing, Display Ads, etc.
- Understanding the process of SEO
- Linking Digital Marketing to Customer Experience

DURATION

1 day, including coffee breaks and a lunch break

TRAINER

Ralph Chammas,
Partner at Wideboost