

Training: Digital Marketing and E-commerce

Dare to change careers and take control of your future!
Increase revenue through.



www.bilelamdouni.digital



About me

Consultant Trainer in Digital Marketing, I help and I accompany the professionals and the holders of ideas and the companies in the implementation of their strategy of digital communication and branding, to gain more thanks to simple and effective strategies. I help you to adopt a marketing attitude to succeed in digital transformation.

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What I Do

DIGITAL MARKETING TRAINING

DIGITAL MARKETING FOR BUSINESS

E-COMMERCE & BRANDING

**CONSULTING AND AUDITING IN
THE FIELD OF THE GENERAL
REGULATIONS OF PERSONAL
DATA PROTECTION**

DIGITAL MARKETING 4 MONTHS

Training program :

M 1: The basics of digital marketing.

M 2: Social media marketing (PAID &
ORGANIC) & GRAPHIC DESIGN

M 3: INTRODUCTION TO WEB

M 4: SEO & SEA & ANALYTICS

M 5: MARKETING AUTOMATION

M 6: Analytics and measuring

1000DT/ 

COMMUNITY MANAGEMENT 40 H

Training program :

M1 : The Community Manager's job

M2 : Focus on Facebook

M3 : Focus on Instagram

M4 : Focus on LinkedIn

M5 : Bonus : Graphic design

700DT/ 

SEARCH ENGINE OPTIMIZATION SEO 25 H

Training program :

M1: Introduction to SEO

M2: Keyword Study

M3: On-page optimization

M4: Off-page optimization

M5: Audit of a website

M6: Positioning and Analysis

500DT/ 

SEARCH ENGINE ADVERTISING SEA 25H

Training program:

M1: Understanding the Google Ads algorithm

M2: Master the functioning and structure of Google Ads

M3 : Choose the right objective and the right type of campaign

M4 : Create an Ads campaign

M5 : Identify relevant keywords

M6 : Write effective and impactful ads

M7 : Configure the available extensions

M8 : Analyze the statistics and improve your results



Human Resources Marketing 25H

Training Program:

M1: HR marketing and employer branding.

M2: The challenges of a strong HR marketing policy.

M3: Building and deploying a clear and attractive employer brand.

M4 : Developing an employer brand communication strategy.

M5 : Putting corporate culture at the heart of the employer brand.

M6 : The employer brand must be effective.



E-COMMERCE 4MONTHS

Training program :

M1: THE FUNDAMENTALS OF E-COMMERCE

**M2: LAYING THE FOUNDATION FOR A
SUSTAINABLE E-COMMERCE BUSINESS**

M3 : FIND YOUR SUPPLIERS AND PRODUCTS

**M4 : MANAGE YOUR LOGISTICS IN AN OPTIMIZED
WAY**

**M5 : SET YOUR PRICES AND MANAGE YOUR
PROFITABILITY**

**M6 : CHOOSE AND DEPLOY YOUR E-COMMERCE
PLATFORM**

**M7 : MAKE YOUR E-COMMERCE PLATFORM
COMPLIANT WITH THE RGPD LAW**

M8 : GET YOUR FIRST CUSTOMERS

**M9 : DEVELOP YOUR BRAND THROUGH PRESS
RELATIONS**

M10 : MANAGE YOUR CUSTOMER RELATIONSHIP

**M11 : LAUNCH YOUR OWN COMMERCIAL
OPERATIONS**

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2500DT/



SALES TECHNIQUES 30H

Training program :

**M1: UNDERSTAND THE BASICS OF THE SALES
CYCLE**

**M2 : WORKING ON YOURSELF TO OVERCOME
YOUR FEARS**

M3: DEFINING A STRATEGIC POSITIONING

M4 : DESIGN YOUR OFFER

M5 : DESIGN YOUR SALES PRESENTATION

M6 : APPLY PROSPECTING TECHNIQUES

**M7 : TAKING RESPONSIBILITY IN THE SALES
PROCESS**

M9 : DEVELOP CUSTOMER LOYALTY

**M10 : ADAPT TO SPECIFIC SALES
SITUATIONS**





Thank You

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