DUBAI
OFFICIALLY APPROVED BY
KHDA
PERMIT NUMBER 633798

SpyroSys



AI-Integrated

DIGITAL MARKETING MASTERY

Advanced Digital Marketing Training with AI

Practical Digital Marketing Program

40+ Hours

12 Modules

KHDA Certificate

100% Practical & Job-oriented - Live Online, Offline Sessions

A Strategic, Industry-focused Digital Marketing Training Designed for Marketing Professionals and Business Leaders across the UAE.

This Program Transforms Digital Marketing Knowledge into Real-world Business Impact with Hands-on Learning, Campaign Strategy and Performance-driven Marketing Execution.

- Learning Portal with Lifetime Access
- Interview Preparation Support
- Live Classes (Weekend / Weekdays)
- KHDA Attested Certificate
- Learn & Grow Any Business
- 100% Practical Training Program

What You'll Master?

- Introduction to Digital Marketing
- Social Media Marketing (SMM)
- Canva Fundamentals
- META ADS (Facebook & Instagram Ads)
- Search Engine Optimisation (SEO)
- Answer Engine Optimisation (AEO)

What You'll Master?

- Generative Engine Optimisation (GEO)
- Building Landing Pages with Claude
- Google Ads
- Building your Digital Marketing Portfolio
- Client Acquisition, Pitching & Client Management
- Final Assessment & Internship

Module 1:

INTRODUCTION TO DIGITAL MARKETING

- What is Digital Marketing?
- Key Channels of Digital Marketing
- Understanding Target Audiences
- Marketing Funnels
- Setting Marketing Goals and KPIs
- Competitor Research

Module 2:

SOCIAL MEDIA MARKETING (SMM)

- Social Media Platforms *(Facebook, Instagram, TikTok, LinkedIn, Threads, X)*
- Social Media Strategy
- Social Media Ads
- Community Management
- Influencer Marketing
- Social Media Analytics
- Content Creation

Module 3:

CANVA FUNDAMENTALS

- Canva Fundamentals
- Social Media Design
- Presentation Design

Module 4:

META ADS (FACEBOOK & INSTAGRAM ADS)

- Introduction to Meta Ads Manager, Business Suite
- Campaign Objectives
- Ad Creation
- Budgeting & Optimization
- Understanding Ad Metrics

Module 5:

SEARCH ENGINE OPTIMIZATION (SEO)

- SEO Fundamentals
- Keyword Research
- SEO Tools
- On-Page SEO
- Technical SEO
- Off-Page SEO
- Local SEO

Module 6:

ANSWER ENGINE OPTIMIZATION (AEO)

- SEO vs AEO
- How Answer Engines Work
- Question-Based Keywords
- Featured Snippets
- People Also Ask
- FAQ Optimization
- Structured Content
- Conversational Search Queries

Module 7:

GENERATIVE ENGINE OPTIMIZATION (GEO)

- SEO vs AEO vs GEO
- AI Search V/s Digital Marketing
- GEO Strategies
- Creating Citable Content
- Building Brand Authority
- Entity Optimization, Topical Authority
- AI-Friendly, Q&A, Data Driven Content
- Brand Mentions

Module 8:

BUILDING LANDING PAGES WITH CLAUDE

- Setting up Claude
- Prompt engineering
- Building landing page for lead generation.

Module 9:

GOOGLE ADS

- Understanding the Google Ads Ecosystem
- Campaign Types (Search, Display, Video, Shopping Ads)
- Keyword Research
- Ad Performance (Quality Score, Ad Rank, Bidding Strategies, Conversion Tracking, Campaign Optimization)

Module 10:

BUILDING YOUR DIGITAL MARKETING PORTFOLIO

- Creating Your Portfolio
- Creating Professional Case Studies
- Showcasing Social Media Work
- Showcasing SEO Work
- Showcasing Advertising Campaigns

Module 11:

CLIENT ACQUISITION, PITCHING & MANAGEMENT

- Finding Clients on LinkedIn
- Networking, Referrals,
- Freelancing Platforms
- How to Pitch Clients
- Conducting a Basic Digital Marketing Audit
- Identifying Marketing Opportunities
- Creating a proposal
- Closing the Deal

Module 12:

Final Assessment & Internship



Start Your Digital Marketing Journey Today!

SpyroSys

SpyroSys Education & Training LLC
#M-13, Viyaan Business Center
Hor Al Anz East, Dubai, UAE
***Phone**: 058 521 3040, 058 229 7484*
***KHDA Permit Number** : 633798*