



An ISO and KHDA Certified Company

**Delphi Star Training Center**

# Digital Marketing

Dubai | Abu Dhabi | Sharjah | Muscat | Bahrain | Saudi | Qatar | India

Head office- Dubai





# Major Topics



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## Outline of Discussion

About Us

Vision and Mission

An Urgent Message

The Digital Age

Who Can Participate?

Our Process

What you will Get?

Why Delphi?

Our Growth

Digital Products

Meet Our Client

Corporates we have trained

Online Channels

Lets Talk

Delphi has been established by qualified professionals to accomplish the growing needs of professionals by enhancing their job productivity in MENA region & India. The Institute is approved by the Knowledge and Human Development Authority (KHDA), Dubai, UAE. Delphi is also an approved training center by the professional accounting body, IMA (USA). We are also an ISO 9001:2015 certified company.

# About Us



The Association of  
Accountants and  
Financial Professionals  
in Business





# Our Vision

Rigorous training and Knowledge Dissemination. Equipping the students with development of critical skills to face the challenges of the complex global society.

# Our Mission

Providing high quality training and support services to our students and corporate clients. Providing access to national and international professors/trainers who create master minds and transform learning.



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An Urgent Message

**ESPECIALLY IN THE DIGITAL  
AGE, PEOPLE WANT  
EVERYTHING NOW, NOW, NOW.**

- MARK WAID







# The Digital Age

76% of people feel that marketing has changed more in the past two years than it has in the previous fifty. Traditional marketing methods alone aren't enough to efficiently drive lead generation and sales. Digital marketing spend is predicted to reach over \$220 billion worldwide by 2020, as organizations continue to recognize the ability of digital tools and channels to build brand awareness, generate high-quality leads, and maximize revenue.

As the digital economy experiences major growth, the need for skilled digital professionals are significant and growing.



# Who can participate?

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WHAT ARE DIGITAL MARKETING  
ELIGIBILITY & QUALIFICATION  
REQUIREMENTS?





There is no as such restrictions or prerequisites to join the course, but participants should have basic knowledge in marketing, computer and internet browsing. We accept participants from fresher to highly experienced professionals, basically from students starting their career to professionals working in MNCs everybody wants to specialize in most evolving digital marketing training. Small business owners also find Digital Marketing Course very effective in building a modern business.





# Our Process

## Our 4 Days Digital Marketing Certification Course



### DAY 1

- Digital Marketing Orientation
- Website Planning & Development
- Google Analytics
- Search
- Engine Optimization



### DAY 2

- Search Engine Marketing
- Search Campaigns
- Digital Display Campaigning
- Tracking & Measuring ROI of Online Advertising



### DAY 3

- Social Media Marketing
- Facebook Marketing
- LinkedIn Marketing
- Twitter Marketing
- Youtube Marketing



### DAY 4

- Content & Blog Marketing
- Email Marketing & Going Mobile





## QUALITY OF PRODUCTS

Discover the concepts of Digital Marketing and its Potential.

## VARIETY OF LEARNING

Understanding of SEO, SEM, Social Media, Lead Generation & Web Analytics.

*Start Using Techniques learned to hike up your business and become ready to learn advanced digital marketing concepts.*

## 100% ONLINE SUPPORT

Discover the online marketing instruments and tactics,

## BEST TRAINING

Comprehensive practical training will yield you an exposure of diverse methods of Digital Marketing.

# WHAT YOU WILL GET?





# Why Delphi?



## CLASSROOM TRAINING

Learn from Digital Marketing Industry Experts and Prepare yourself for different industry specific certifications.

## BEST STUDY MATERIALS

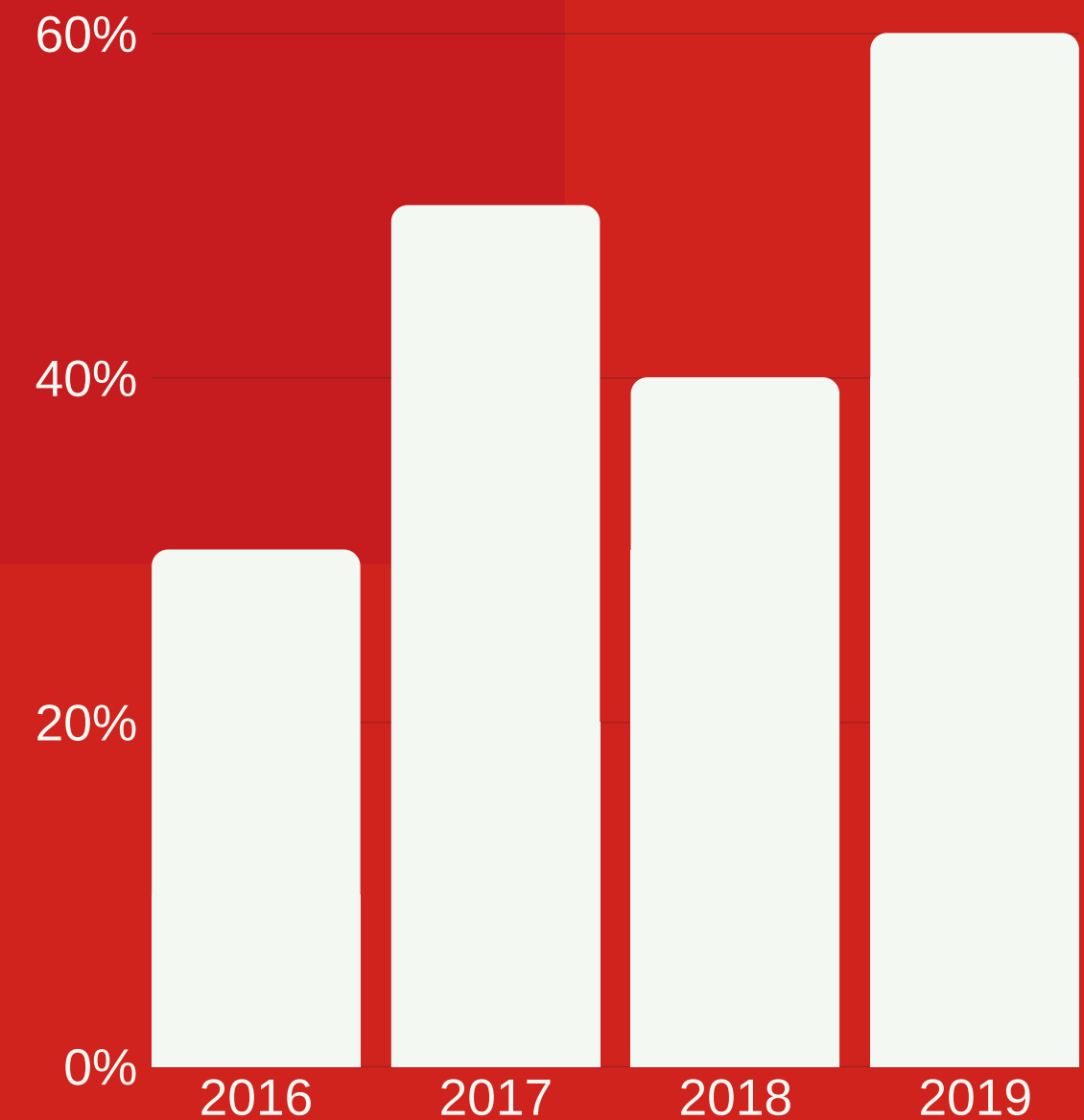
Get access to Topic Wise study material in the form of Presentation, Case Studies, Practical Exercises or Assignments with detailed answers

## 24×7 DISCUSSION FORUM

Doubt solving and discussion forum to interact with Experts, Faculty & fellow students. Delphi promises success in your DM Exam

# Our Growth

In 2019, approx 60% of the students have chosen Digital Marketing Certification as their career from Delphi





# DIGITAL PRODUCTS

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- **E Learning**

Get proper knowledge explanation through our Cloud LMS.

- **Digital Flash Cards**

Provide you with our Digital Flash Cards

- **Online Classes**

Get the opportunity of online live classes

- **Proper Guidance**

Guidance at all stages till students clear Digital Marketing Certification





# Meet Our Clients



**BINDU MUKHIA**

The Trainer was very supporting knowledge it was a useful training with useful information thanks for the trainer and the whole team for an amazing course.



**DESIREE FIESS**

Incredible knowledgeable instructor. Learned so much and will definitely not look at digital marketing the same way again. It opened up a whole new world to marketing. It's a science that needs to be explored more .Fantastic course



**SABIN CD**

Attended the Digital Marketing training from Delphi Star Training Centre it was decent learning experience. Will pursue further courses and recommend Delphi to my friends







# Corporates We Have Trained



حُكُومَةُ الشَّارِقَة  
Government of Sharjah



هيئة كهرباء ومياه دبي  
Dubai Electricity & Water Authority

FedEx®



STC  
الاتصالات السعودية



بنك الخليج الأول

FGB

الإمارات الإسلامية  
EMIRATES ISLAMIC

NOOR  
BANK

بنك أبوظبي التجاري

ADCB



KOJAK GROUP

مجموعة السركال  
AL SERKAL GROUP



# ONLINE CHANNELS



FACEBOOK

<https://www.facebook.com/delphistartraining/>



INSTAGRAM

<https://www.instagram.com/edudelphi/>



TWITTER

<https://twitter.com/edudelphi>



LINKEDIN

<https://www.linkedin.com/company/edudelphi-training/>



## MAIN OFFICE

Head Office- Hamsah Building , Block-A Unit No-402, Zabeel Street, Karama, Dubai, UAE

## WEBSITE

[www.edudelphi.com/ae/](http://www.edudelphi.com/ae/)

## EMAIL

[info@edudelphi.com](mailto:info@edudelphi.com)

## WHTASAPP NUMBER

+ 971 52 908 6650

## PHONE NUMBER

+971 4 3963 634

**Let's talk!**

