

LIVE A LIFE LESS ORDINARY

GET PROMOTED FASTER. LAUNCH YOUR
OWN BUSINESS. ENHANCE YOUR DIGITAL
PLATFORM

BUILD YOUR MARKETING KNOWLEDGE IN
THIS DIGITAL AGE



TALENT PROGRAMME

HOW DOES IT WORK



LEARN ABOUT DIGITAL MARKETING OVER 2-6 MONTHS

Join this programme on an exciting journey of personal and professional development.



JOIN THE FUN WEEKLY TRAINING WORKSHOPS

Attend the training sessions, then immediately test your skills on real life assignments or apply to your own startup and business.



APPLY TO YOUR COMPANY OR OUR CLIENTS

Apply your new skills to your company. Or demonstrate you are competent enough to join our team



ROSIE SELDON

Managing Director and founder of the programme

Our Talent Programme will help business owners and professionals become digital role models and strategic thinkers

"We are looking to create a ripple effect that will benefit society, as a whole"

150

STRATEGY
WORKSHOPS RUN

45

GOOGLE
WORKSHOPS
FACILITATED

10

COUNTRIES
FACILITATED
COURSES IN

OVERVIEW

OBJECTIVE

Individuals and companies who are well trained achieve higher income and faster personal growth.

As the world becomes increasingly digital, everyone, from individuals to small businesses, and to corporates need to understand the digital world and how to operate within in it. Therefore we want to empower everyone. Live your best life! We want to give you the knowledge, the tools and the digital work experience to excel in your career, you new venture and/or your corporate job. It is only when you truly understand the new digital world that you will thrive.

We are a digital marketing consultancy so our role is to help our clients and our team, deliver the best possible marketing and digital programmes that we possibly can, to propel their businesses forward.

To do this requires great talent. But this talent needs to understand the fast moving world of digital. Therefore we have developed this programme.



COMPETENCY-BASED PROGRAMMES

THE PROGRAMME



We have developed this Digital Training & Talent Programme after working with the Google Training Academy and 100s of clients across the world. On this programme we will show you how to deliver digital and marketing programmes. However it will be challenging, and you will be constantly learning new skills on a daily basis. You will attend an interactive workshop to understand the THEORY. Then you will demonstrate the theory through ON THE JOB, REAL LIFE assignments. You then apply the learnings to your own company, your corporation or to one of our projects

If you would like to work with us as a consultant you will be asked to pass an EXAM to show you are of a level competent enough to work with our clients. If you want to launch a business, then this will provide the toolkit and guidance to assist you.

Through our programme you will have the opportunity to learn about all types of marketing and digital projects. We are based in the UAE (Abu Dhabi and Dubai) but we train companies all across the world from Europe to Australia.

COURSE MODULES



DIGITAL QUBE

PROJECT MANAGEMENT

Project management is the key to success! This module will cover the what, why and how of project management, highlighting the necessity of time management, accountability, and task dependency when delivering a digital project. You will produce a project plan which they will use as a template for all project work moving forward.

SEARCH ENGINE OPTIMIZATION (SEO)

Achieving a top listing on the search engines, is critical to online marketing success. There are many aspects to building your organic Google listings. We'll train you on the SEO frameworks to use and how to apply it to your website and marketing.

CONTENT AND COPYWRITING

Creating impactful content & copywriting is critical to digital marketing success! We've run projects for all the top companies in the UAE and across the globe. You will learn how to how to run a content project the Digital Qube Way!

CREATIVE CAMPAIGNS

What makes an advertising campaigns successful? Impactful, amazing creative ideas! Learn how to tap into your creativity for marketing, email, advertising and branding.

COURSE MODULES



DIGITAL QUBE

BRANDING AND DIGITAL MARKETING

This module will provide an overview of branding & digital design, enabling you to learn to scope, plan, and run a branding & digital design project.

PAID MEDIA

Throughout the module, you will be taken through the steps of campaign planning, proven methodology, forecasting, and reporting, and will learn how to scope, plan, and run a paid media campaign.

SOCIAL MEDIA

This module provides an overview of social media for business. You will appreciate the importance of social media marketing, and will learn how to scope, plan, run, and measure a social media marketing project.

WEBSITE USABILITY

The course outlines the basics of website usability for business. You will grasp the essentiality of website usability, and will be expected to build a project plan, scope, plan, and run a website usability project including audit.

CAREER SUCCESS STORIES



PROJECT
MANAGER



TINA was looking for an **exciting challenge** and found it! A high-speed learner and a **true asset** she learned fast and went on to run **full campaigns** and **SEO projects**

MARKETING
ASSISTANT



AARON joined us for a 3-month placement during university and within days he was running **CRM programmes** and **social media**

CONTENT &
COPYWRITER



RHIAN took 10 years off from a **successful career** to raise her kids. Now she's working as a Digital Consultant, **writing** impressive websites for **Grand Prix Abu Dhabi** and **FAB**

An overhead view of a wooden conference table where several people in business attire are working. They are surrounded by laptops, papers, pens, and glasses of water. The scene is dimly lit, with a dark overlay on top. A bright cyan horizontal line is positioned below the main title.

EXPLORE THE TYPES OF PROJECTS YOU COULD BE WORKING ON

REAL LIFE EXPERIENCE. HIGH PROFILE PROJECTS.
EXCEL IN YOUR CAREER.

JOIN OUR TALENT PROGRAMME.

MARKETING & REWARDS PROGRAMMES

Over 2 years, we provided consultants to Etihad to deliver high profile projects, such as Rewards App, Etihad Loyalty scheme, website content and design projects



Deliverables

Content Copywriting
Project Management
Design



Speed

8 days
Consultants provided



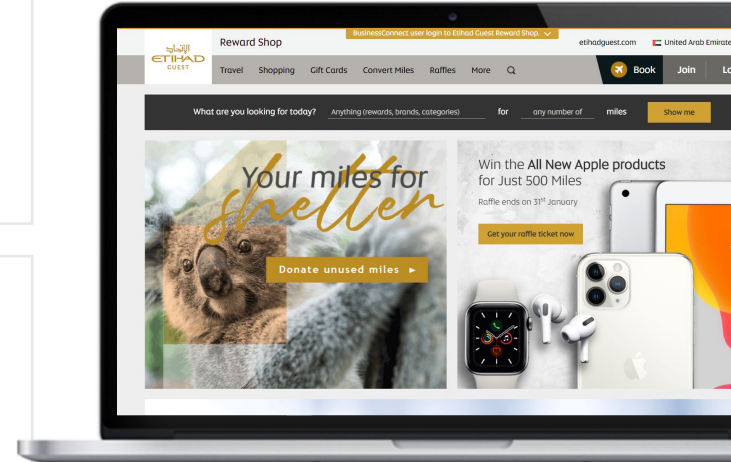
Consultants Provided

Programme Project Managers
Content & Copywriters
Marketing Managers
Communications Manager



Project Time

6 months initially
2 year contract extensions



NEW STADIUM LAUNCH ON YAS ISLAND

Provided a marketing and digital team to support the launch of Etihad Arena's stadium and to test the online ticketing system for the exciting UFC fight series.



Deliverables

- Content Copywriting
- Senior Project Management
- Arabic Translator
- UAT Testing Team



Speed

- 14 days
- Consultants ready



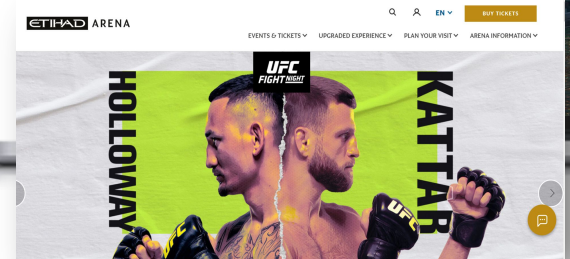
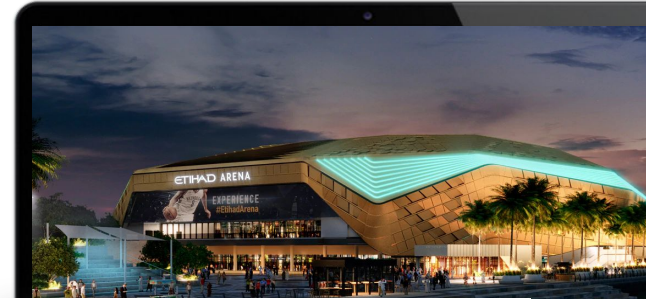
Consultants Provided

- Senior Project Management
- Arabic Translator
- UAT Tester
- Web Developer



Project Time

- 6 months initially
- 1 year contract extension



TALLEST OBSERVATION WHEEL IN THE WORLD LAUNCH

Marketing, UAT, content and project management for the launch of the tallest tourist attraction in 2021!



Deliverables

- Content Copywriting
- Project Management
- Marketing Strategy
- Personas
- Website Content



Speed

- 10 days
- Consultants ready



Consultants Provided

- Marketing Manager
- Head of Project Arabic + UAT
- Content Manager
- Arabic Writer
- Web Developer



Project Time

- 3 months initially
- 6+ months contract extension



400+ PAGES OF WEB & APP DELIVERED FOR F1

Redesign of Yas Marina Circuit website before the major event – the Abu Dhabi Grand Prix 2019 and 2020



Deliverables

Search Engine Optimization
Design & Images
Content Management
Website Copywriting



Speed

9 days
Consultants ready



Consultants Provided

Arabic Translators
English Copywriters
Website Designers
Content Uploaders



Project Time

6 months initially in 2019
Now providing ongoing support



IMPACTFUL LEAD GENERATION

Impactful lead generation campaign on Social Media for a reputable real estate company in Abu Dhabi.



Deliverables

- Ad Campaign Management
- Project management
- Content Creation
- Design
- Arabic Creatives



Speed

7 days



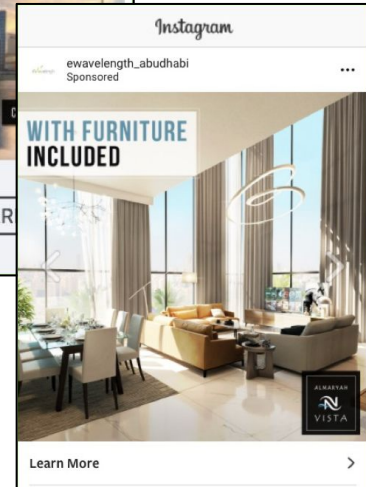
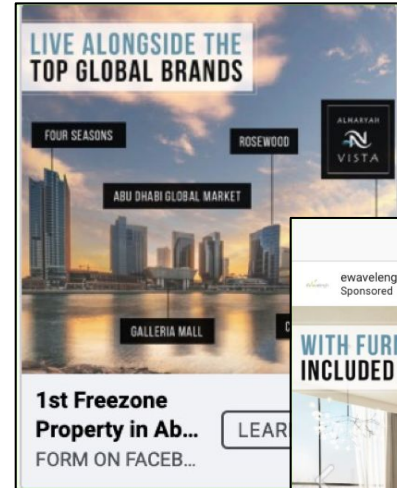
Consultants Provided

- Media Buyer
- Marketing Manager
- Graphic Designer
- Arabic Translator



Project Time

60 days



CBI

SOCIAL MEDIA: 15,000 FACEBOOK FOLLOWERS IN 3 MONTHS

Objective:

To establish social media channels for the Bank.

Solution:

Digital Qube planned, designed and implemented all social media channels for CBI bank.

Outcome:

Delivered 15,000 Facebook followers in 3 months, and 34,000 in the first year.



CBI BANK, DUBAI

VIDEO TO DRIVE BRAND AWARENESS: 89,000 VIEWS IN 1 WEEK!

Objective:

To drive brand awareness of BSAK's Open Day via a short form video on Social media.

Solution:

Digital Qube produced an Open Day showreel - short format video.

Outcome:

This video produced large numbers of enquiries for the School.



BRITISH SCHOOL AL KHUBAIRAT, ABU DHABI