



TAKE YOUR COMPANY'S MARKETING SKILLS TO THE NEXT LEVEL

DESIGN A STRONG MARKETING PLAN AND STRATEGY
WORKING WITH DIGITAL MARKETING EXPERTS

JOIN OUR SME PROGRAMME

OVERVIEW

OBJECTIVE

We realise that companies that have a highly skilled and well trained workforce achieve higher annual returns to shareholders and faster growth.

We therefore want to empower everyone that works in SMEs and corporates in the UAE and beyond. To give you the knowledge, the tools and the blueprints you need to fast track your company's digital and marketing plans.

Digital Marketing is a complicated field where budget can be wasted if done in the wrong way; Our role is to help our clients deliver the best possible marketing and digital programmes that they possibly can, to propel their businesses forward.

Business owners and managers now can't survive without understanding the fast moving world of digital. Therefore we have developed this programme.



SME PROGRAMME

DRIVING SALES AT A FRACTION OF THE COST



DIGITAL QUBE



After working with the Google Training Academy and 100s of clients across the UAE and the world. We wanted to share these learnings with SMEs in an affordable way. On this programme you will have the chance to grasp core Digital Marketing theory and then immediately apply directly to your businesses.

Hiring marketing professionals can be expensive and so many smaller businesses prefer to do their marketing inhouse. However they don't have the skills! This programme bridges the gap!

The programme attendees will learn the frameworks in a fast and interactive way. Equipping your staff with the knowledge, skills and framework you need to plan and manage your own marketing so that your business thrives within a fast-paced digital world.

**Excel your marketing. Boost customer engagement.
Secure solid ROIs.**

Our SME programme has been designed just for you! See the results!

APPLY THE LEARNINGS STRAIGHT AWAY

HOW DOES IT WORK



WORKSHOPS

Learn the core techniques needed to manage your business, sales and brand.



REAL LIFE APPLICATION

Learn the techniques your business needs to grow, apply it straight away and see results.



ROSIE SELDON

Managing Director and founder of the programme

Help business professionals become role models and strategic thinkers

"We are looking to create a ripple effect that will benefit all businesses and make them more efficient and successful"

150

STRATEGY
WORKSHOPS RUN

45

GOOGLE
WORKSHOPS
FACILITATED

14

COUNTRIES
VISITED TO RUN
COURSES

HOW TO TAKE PART

YOUR DETAILS

If you would like to be part of our Programme, please send us your company profile and the team who would like to attend.



HIGHLIGHTS OF THE PREVIOUS WORKSHOPS

ABU DHABI, MADRID, MILAN, DUBAI, LONDON, PRAGUE, ADDIS ABABA, BUCAREST, BRUSSELS, AMSTERDAM



COURSE MODULES



DIGITAL QUBE

DIGITAL MARKETING PLAN

2-4 WEEKS

This course will address the what, why and how of digital marketing planning, highlighting the necessity of time management, accountability, and task dependency when delivering a project. Attendees will produce a marketing plan which they will use as a template for all work moving forward.

SEARCH ENGINE OPTIMIZATION (SEO)

2-4 WEEKS

SEO optimization, highlighting both theoretical and technical aspects, useful when delivering a content-based project. Attendees will be expected to produce a SEO plan/ strategy which they will use as a template for all project work moving forward.

CONTENT AND COPYWRITING

2-4 WEEKS

Attendees will learn how creating content & copywriting can be impactful. Attendees will learn how to navigate SEO and content spreadsheets, whilst discovering how to run a content project the most successful way.

CREATIVE CAMPAIGNS

2-4 WEEKS

What makes an advertising campaign 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

2-4 WEEKS

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

PAID MEDIA

2-4 WEEKS

Attendees 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

2-4 WEEKS

This module will provide an overview of Social Media for business. Attendees 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

2-4 WEEKS

The course outlines the basics of Website Usability for business. Attendees 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.

TWO-WEEK MODULE OUTLINE

#	Components for each Module	Designated Hours/ Week
W1	Workshop (face-to-face/ online depending on requirements) <u>Task set - module topic</u>	2 hours
W1	Feedback session/ mentoring and coaching	1-3 hours (1 hour/ day)
W2	Plan produced	2 hours
W2	Feedback session to facilitate implementation and to highlight changes required to get the maximum response rate	1-3 hours (1 hour/ day)
Output: ability to utilise frameworks independently		

SAMPLE MODULE TIMETABLE: TWO-WEEK

Week 1	Course Timing	Course Material	Location	Commitment
Monday	TBC (2 hours)	Workshop (Theoretical Introduction)	Meeting room	2 hours
Tuesday - Thursday*	TBC (1 hour/ day)	Feedback session (online or face-to-face)	Working alongside DQ consultant	3 hours
Week 2	Course Timing	Course Material	Location	Commitment
Monday	TBC (2 hours)	Group Review: Incorporating feedback - Practical application	Meeting room	2 hours
Tuesday - Thursday*	TBC (1 hour/ day)	Feedback session (online or face-to-face)	Working alongside DQ consultant	3 hours

*days TBC



DIGITAL QUBE

YOUR COMMITMENT

In order to do this, we need your commitment!

Our ambition is for attendees to set up Marketing Departments for their companies creating an efficient and highly effective plan which drives sales and brand awareness.

Attend your chosen
module (s)

Deliver all the
coursework within the
designated time-frame

Demonstrate your
passion for the subject
by implementing
frameworks into your
own SMEs

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,

DIGITAL
ADVERTISING



KHIZAR'S first job in Abu Dhabi. Having recently left India, he is now **running** high profile media **campaigns** achieving **300% ROI** for clients.

CONTENT &
COPYWRITER



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

An overhead view of a business meeting around a wooden table. Several people's hands and arms are visible, engaged in various tasks: one person is pointing at a document, another is writing on a notepad, and others are looking at laptops or papers. The table is cluttered with business-related items like laptops, notebooks, pens, and glasses of water. The overall atmosphere is professional and collaborative.

PREVIOUS PROJECTS

SEE HOW THE EXPERTS DO IT!

LAUNCHING THE WORLD'S TALLEST OBSERVATION WHEEL

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

Objective:

To deliver a brand new tourist attraction for Dubai

Solution:

The team wrote text, designed pages, sent EDMS and supported the build of the ticketing system

Outcome:

All ticket sales overshoot targets. And a successful launch with visitors from all over the world enjoying the stunning views from the top of the wheel.



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

Objective:

To deliver a brand new website, 400 pages of content and sell all the tickets to the Abu Dhabi Grand Prix!

Solution:

The team wrote text, designed pages, sent EDMs and supporting the build of the ticketing system

Outcome:

All tickets sold out! An amazing event showcasing Abu Dhabi to the WORLD



IMPACTFUL LEAD GENERATION

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

Objective:

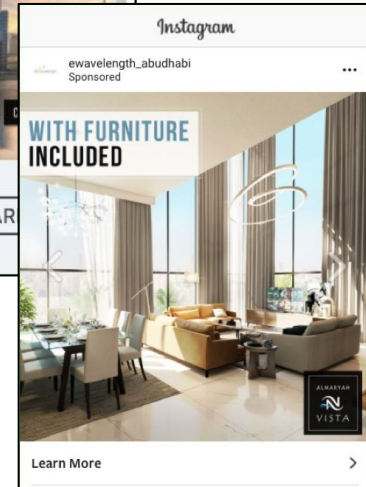
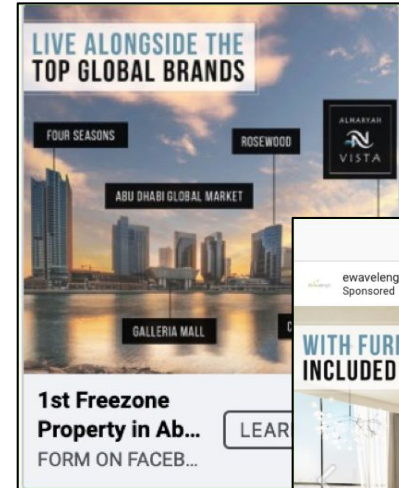
To drive property enquiries

Solution:

The team designed new creatives and promoted them through digital advertising and social media ads.

Outcome:

Quality leads for sales team to call



SOCIAL MEDIA: 15,000 FACEBOOK FOLLOWERS IN 3 MONTHS

Objective:

To establish social media channels for the Bank.

Solution:

The team 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. What was their secret?



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:

The team produced an Open Day showreel - short format video.

Outcome:

This video produced large numbers of enquiries for the School. Find out how!



BRITISH SCHOOL AL KHUBAIRAT, ABU DHABI