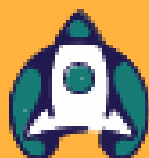


DIGITAL MARKETING

თანამედროვე ეპოქის ერთ-ერთი ყველაზე პერსპექტიული სფერო ციფრული მარკეტინგია. ციფრული აკადემია გაძლევთ შანსს საფუძვლიანად შეისწავლოთ Google Ads-ის და Google Analytics-ის პლატფორმები. Google Ads საშუალებას გაძლევთ განახორციელოთ სრულყოფილი და მაღალეფექტური მარკეტინგული კამპანია, განათავსოთ რეკლამა Google-ის საძიებო სისტემაში, YouTube-სა და სხვა პარტნიორ საიტებზე, ხოლო Google Analytics იძლევა შედეგების დათვლის და მომავალში მათი გაუმჯობესების შესაძლებლობას.



DIGITAL ACADEMY
BY ADVERTISE

**ტრენინგები:
მერაბ გოცირიძე
ნიკა გაბუნია**

**DIGITAL
MARKETING**

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Introduction to Online Marketing

- Search Engine Marketing
- Search Engine Optimization
- Social Media Marketing
- Affiliate Marketing
- Email Marketing
- Why use Google AdWords?
- Benefits of Facebook Ads
- Advertising Strategies

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Introduction to Google Ads

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- Billing Types
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- Recent updates in Google Ads
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- Tools for website analytics
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- Custom Audience Setup : Customer File / Website Traffic (URL based audience, Events based audience.) / App Activity / Engagement (Video, Lead form, Full screen Experience, Facebook Page, Instagram business profile, Events.)
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- Understanding of Campaign objectives
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Facebook Ads management

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