



XYZ REPUBLIC
The Game Is On!



INBOUND MARKETING MASTERY



ABOUT XYZ REPUBLIC

We're A Republic Of Rebels That mission is to Revolutionise Business Education And Lead You To Mastery!

At XYZ Republic, we do not pride ourselves on being the largest, oldest, nor best provider of academic excellence; we pride ourselves on our authentic concepts, tailored business programs that work, and practical methodologies that get you right into the business game.

The Experience We Offer

Cases and Projects are at the heart of every XYZ program. Tutors are experts in their fields practically and are not academic professors. Our aim is to let you think & do .. not to memorise theories. This's why we expose you to different business environments so you get a grasp of how the work is done in real-life situations.

We make sure you get to meet with like-minded people to create an exciting environment where every member is quite beneficial to one another. And to make it even more exciting, your final project is a real case that's presented to the board of directors of the company you apply at. That will give you confidence and train you to make decisions.

OUR PHYLOSOPHY

It's About You Doing!

- We respect every citizen of our republic, and we serve them with care and love.
- We designed comprehensive programs which guarantee you mastery of the practical aspects.
- To help forge the ultimate businessman; we work on your mind, vision, and character as they are all linked.
- We are not a commercial institution to sell certificates. You earn it by hard work, sweat and tears.
- We chose business because it is never a job, and it can't be. Business is a unique way of thinking and it's fun.
- And last but not least, our programs move to you. You don't need to come all the way to our premises.





WELCOME TO XYZ REPUBLIC .. YOUR REPUBLIC!

We would love to thank you for giving us the opportunity to help you leverage your marketing understanding and practice by choosing our program “Inbound Marketing Mastery”. We promise it’s gonna be a great journey together.

THE PROGRAM

Learn inbound marketing techniques that range from content creation to social promotion to converting and nurturing leads.

This program is designed to equip you with inbound marketing key practices, tools and frameworks you need to build a successful career in the digital world. You will learn how to develop inbound marketing strategies, master digital media channels like social media and launch successful digital marketing campaigns.

You will also learn how to manage an online brand and to optimise paid, earned, and owned digital media assets for maximum impact



INTRO

By the end of this program you'll be well on your way to building your inbound marketing strategy through understanding the human behaviour, mastering SM channels, and leverage usage of Google tools.



OBJECTIVES.

1. Understanding the marketing aspects in the digital world.
2. Understanding Human behaviour.
3. Marketing through digital channels, such as social media.
4. Understanding and practicing Digital brand engagement.
5. Understanding and mastering digital marketing metrics.
6. Developing successful inbound strategy.

PROGRAM MODULES

● H = Hour
● C = Class

1

UNDERSTAND MARKETING

- Marketing Dynamics
- S.T.P.
- Comm. Process
- Brand Strategy
- Human Behaviour

8H/2C

2

Content Marketing

- Generating Content Ideas
- The power of storytelling
- Monitoring and analysing content

4H/1C

3

DIGITAL MARKETING CH.

- Website Analytics
- S.E.O Overview
- Email Marketing
- Influencer Marketing

8H/2C

4

SOCIAL MEDIA

- Facebook
- Instagram
- LinkedIn
- Twitter
- Youtube

8H/2C

5

PLANNING & ANALYTICS

- Developing inbound strategy
- Understanding Reports
- Data Visualisation

4H/1C



PROJECTS

WE'RE GONNA DISCUSS
CASES AND WORK ON
REAL PROJECTS

12H/3C

FINAL PROJECT

There'll be a final project that you're going to spend a complete month on. The project represents %30 of the program overall score, and you will get the chance to practice everything you learnt and to develop your own techniques.



FEES & DURATION

All Material/Presentations included

PROGRAM FEES

~~11,000 L.E~~

5,500 L.E

%50 off for a very limited time.

DURATION & MATERIAL

- 44 hours/Course
- 5 Modules
- Case Studies
- Practical Projects
- Presentations (Soft Copy)
- The Group is 8 to 12 XYZian Max.

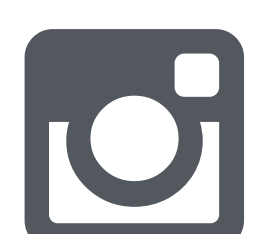


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