

Final Project

Digital Marketing Diploma

Choose Project

- **Option 1 (Anardes)**

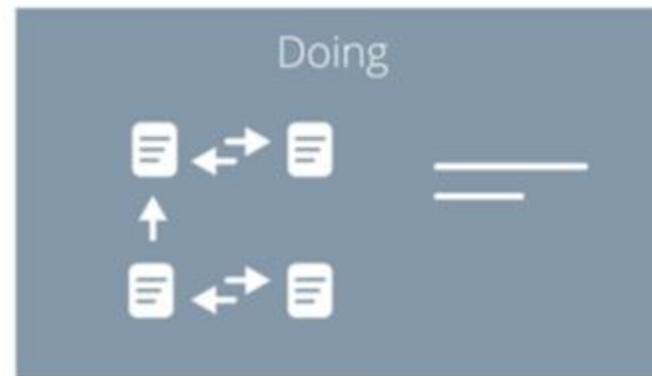
You are mandated to attract future fellow students to the Digital Marketing Program through the Anardes platform. Your goal is to collect the email or phone numbers of potential students who are interested in taking this course.

- **Option 2 (Your Company)**

If you have chosen option two, you either own your own company or work for one that will let you run campaigns for them. Your marketing challenge is completely personal to the company you own or a part of. For example, if you are a new company looking to bring awareness, maybe your marketing challenge is to send traffic to your website. On the other hand, if you work for a small clothing company, maybe your marketing challenge is to increase sales for blouses.

Digital Marketing Plan and Strategy

Empathy Map



Target Persona

Background and Demographics	Target Persona Name	Needs
Hobbies	Goals	Barriers

Content Writing

Content Calender

Week/Post	1	2
1	التسويق الالكتروني واهميته دورات أناردس sales	
2		
3		
4		

Social Media Platforms

اختيار منصة واحدة أو أكثر للتطبيق العملي

Conduct an SEO Audit

Keywords

	Head Keywords	Tail Keywords
1		
2		
3		
4		
5		

Meta

URL:	
Current	
Title Tag	
Meta-Description	
Alt-Tag	

Revision	
Title Tag	
Meta-Description	
Alt-Tag	

Site Performance Audit: Performance Tests

1. Using the [Google Page Speed](#) Insights tool, perform a speed test of Anardes.net or your company's mobile presence.
2. Using the [Think with Google](#) tool, assess the mobile-friendliness of the Anardes.net site or your company's website.

Ads Campaigns

one Platform

Email Marketing

انشاء حساب علي Mail chimp
عمل Form لتسجيل العملاء
انشاء قائمة بريدية
تصميم شكل الايميل
ارسال الايميل ل 5 عملاء