

CRACK THE DIGITAL VAULT

Secrets to Digital Marketing & Content
Creation



Course Duration



12 HOURS



2 SESSIONS PER WEEK/ 1 HOUR EACH

About The Instructor:

A H M E D A B D E L A Z I Z

Active in the e-commerce field since 2010, the trainer has collaborated with top global companies to achieve remarkable milestones in digital and affiliate marketing. They have developed tools and programs that generated millions of dollars in sales and trained thousands of marketers to build successful careers.

Key Achievements:

- Managed the affiliate marketing program for Souq.com (now Amazon), leading a team of over 30,000 marketers to generate millions in sales.
- Founded a company that became the primary affiliate marketing arm for Noon.com, contributing to massive sales growth.
- Established and led e-commerce companies that enhanced online shopping experiences and supported online sellers in achieving massive sales.
- Served as Business Development Manager for one of the largest wholesale online marketing companies, leading it to achieve over 120 million EGP in sales.

On the educational front, the trainer has delivered numerous affiliate marketing courses, helping thousands of individuals achieve significant profits. These include courses for platforms such as Souq.com, Noon.com, and many others.

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Why do you need to attend this course?

Are you an entrepreneur looking to sell products and services online, or a Creator and influencer seeking to monetize your content Or a Beginners interested in exploring dropshipping as a low-cost business model.

Or a Marketer who want to expand their skillset with cutting-edge strategies.

How will this course transform you?

By combining the power of digital marketing, content creation, and dropshipping, this course gives you the tools to launch and scale a successful online business.

Whether you're looking to start a side hustle, build a personal brand, or grow an e-commerce store, this course offers actionable insights to turn your goals into reality.

By the end of the course, you'll have the confidence and expertise to successfully market products and services online, creating a steady income stream while building a strong brand identity.

Take the first step toward financial freedom—learn how to market, create, and sell online like a pro!

Course overview:

In today's digital age, mastering the art of digital marketing and content creation is essential for selling products and services online.

This comprehensive course is designed to teach you how to create compelling content, harness the power of social media platforms, and strategically market your offerings to maximize sales and generate income.

You'll dive into the core principles of digital marketing and analytics. You'll also explore the art of content creation, learning how to craft engaging visuals, videos, and written content that resonates with your target audience. You'll also dive into how to use digital marketing platforms and use them to grow your business and grow sales.

The course will also track the strategies and success stories of real people who generated great income from digital marketing.

A special focus will be placed on User-Generated Content (UGC) and how to use AI to create creative and compelling content. We'll explore powerful tool for building trust and driving conversions. You'll learn how to encourage customers to create authentic content about your products and services, turning them into brand ambassadors.

Unlock the secrets to earning money online with this all-in-one course on digital marketing, content creation, and dropshipping. Designed for beginners and aspiring entrepreneurs, this course provides you with the skills and strategies to sell products and services online effectively and build a sustainable income stream.



What you will learn?

- 1. Digital Marketing Essentials:** Master the core principles of digital marketing
- 2. Understand how to attract and retain your target audience** to boost conversions and sales.
- 3. Use analytics and tracking tools** to measure campaign success and refine your strategies.
- 4. Learn how to craft** engaging content that drives action
- 5. Create compelling content** for products, landing pages, and ads that convert viewers into buyers.
- 6. Get a complete introduction** to dropshipping—what it is, how it works, and why it's an excellent way to start an online business.
- 7. Learn the best practices** for managing your dropshipping business.
- 8. Explore how UGC** can increase trust, engagement, and sales for your brand.
- 9. Use UGC to amplify** your marketing efforts while keeping costs low.

Course Content

▷▶ Introduction to Basics and Changing Mindset (1 Hour)

- General information about the online world
- Statistics and studies on technological advancements
- The mindset of digital marketing and content creation professionals
- Real-life success stories of individuals who achieved significant income in this field
- Stages of industry development and growth globally and in Egypt

▷▶ The Difference Between Sales and Marketing (1 Hour)

- Fundamentals of marketing
- Fundamentals of sales
- The relationship between marketing and sales
- The evolution of sales and marketing in the online world

▷▶ How to Use Digital Marketing to Earn Money

- Selling products
- Selling services

▷▶ Earning Through Selling Products (2 Hours)

- Methods of earning through affiliate marketing, Egyptian dropshipping, and global dropshipping
- How to become a successful marketer
- Types of online customers and how to persuade them
- Free and paid online marketing methods
- Understanding social media platform algorithms

Course Content

▶▶ Explaining Free Methods (2 Hours)

- How to set up a page and account on social media platforms correctly
- Linking chatbots and AI tools to pages
- Marketing strategies on social media
- Creating daily and monthly strategies and linking them to Google Sheets
- Content marketing strategies
- Proven methods to increase engagement and go viral
- Creating a visual identity for your accounts

▶▶ Explaining Paid Methods (2 Hours)

- Types of ads
- Requirements for successful paid ads
- How to create a landing page for products
- Explaining SaaS platforms (e.g., Easy Orders)
- Targeting and pixel strategies

▶▶ Earning Through Selling Services (2 Hours)

- Moderation services and page management and how to excel in them
- Content creation and reels services
- Landing page creation services
- Designing using Canva
- How to find clients through social media groups
- How to market your services

▶▶ User-Generated Content (UGC) (2 Hours)

- Definition, concept, and importance of UGC
- Difference between UGC and AGC
- Proper shooting techniques (lighting, products, framing)
- Free helpful tools
- Using AI for content creation
- Voiceover techniques and how to create them
- Practical success stories and their earnings
- Hands-on application