

DIGITAL MARKETING & PERSONAL BRANDING BLUEPRINT



 **8-MODULE**

About The Instructor:

MARAWAN NASSAR

- **Award-Winning Entrepreneur and Mentor:** Honored with numerous accolades, including the Titan Business Awards (Gold for Best Entrepreneur, Silver for Best Entrepreneurial Practices), Globee Disruptive International Awards (Disruptive Entrepreneur and Success Story), and Stevie Awards (Thought Leader of the Year 2024).
- **Founder of IdentityBrand:** Leads a unique branding and marketing agency specializing in sales funnels and brand growth for knowledge-based entrepreneurs, impacting over 3,000 clients.
- **Certified Strength Coach and Positive Psychology Practitioner:** Certified by the Center for Applied Positive Psychology (CAPP).
- **Author:** Amazon best-selling author of The Human Entrepreneur.

Course Overview

1. Module 1: Establishing a Strong Personal Brand

- Understanding the essence of personal branding.
- Identifying and articulating your unique selling proposition (USP).
- Techniques for crafting a compelling personal brand statement.
- Deliverables: Personal Brand Assessment, Brand Statement Draft.

2. Module 2: How to Structure Your Offer

- Crafting compelling and persuasive offers.
- Understanding the psychology behind effective pricing strategies.
- Techniques for presenting offers to maximize impact.
- Deliverables: Offer Structuring Worksheet.

3. Module 3: Introduction to Sales Funnels

- Fundamentals and importance of sales funnels.
- Designing effective and customer-focused sales funnels.
- Tips for crafting effective lead generation campaigns.

4. Module 4: Content Strategy and Creation

- Developing a targeted content strategy.
- Creating engaging and relevant content for various platforms.
- Techniques for effective content distribution and audience engagement.

Advanced Modules

1. Module 5: Leveraging AI Tools in Digital Marketing

- Exploring the potential of AI in enhancing marketing efforts.
- Selecting and utilizing AI tools for content creation and data analysis.
- Integrating AI into your overall digital marketing strategy.

2. Module 6: Strategies for a Strong Online Presence

- Building a robust online presence across platforms.
- Utilizing analytics to understand and grow your audience.
- Engaging with and growing your online community.

3. Module 7: Advanced Social Media Strategies

- Mastering advanced tactics for social media engagement.
- Creating valuable content and leveraging social media algorithms.
- Developing and executing effective social media campaigns.

4. Module 8: Comprehensive Marketing Plan

- Integrating learned skills into a cohesive marketing plan.
- Reviewing and critiquing individual marketing plans.
- Strategies for implementation and continuous improvement.

Personal Branding Essentials

- **Understanding Personal Branding**

Module 1 focuses on understanding the essence of personal branding. Participants will learn the importance of creating a unique identity in the professional world.

- **Unique Selling Proposition**

Identifying and articulating your unique selling proposition (USP) is a key component of this module. Learn how to stand out in a crowded marketplace.

- **Brand Statement Techniques**

Techniques for crafting a compelling personal brand statement will be covered in detail. This statement will serve as the foundation of your personal brand.

- **Practical Deliverables**

Participants will complete a Personal Brand Assessment and draft their Brand Statement as part of the module deliverables.

Structuring Your Offer

1. **Craft Compelling Offers**

Learn techniques for creating offers that resonate with your target audience and drive conversions.

2. **Pricing Psychology**

Understand the psychology behind effective pricing strategies to maximize the perceived value of your offerings.

3. **Presentation Techniques**

Master the art of presenting offers to maximize impact and increase the likelihood of acceptance.

4. **Offer Structuring Worksheet**

Complete a comprehensive worksheet to apply learned concepts and structure your own compelling offer.

- How discipline and self-control lead to trading success
- Maintaining a trading journal to track and analyze performance

Sales Funnels and Content Strategy

- **Sales Funnels**

Module 3 covers the fundamentals and importance of sales funnels. Learn to design effective and customer-focused sales funnels that guide prospects through the buying journey. Gain valuable tips for crafting effective lead generation campaigns to fill your funnel with qualified prospects.

- **Content Strategy**

Module 4 focuses on developing a targeted content strategy. Learn to create engaging and relevant content for various platforms, tailored to your audience's needs and preferences. Master techniques for effective content distribution and audience engagement to maximize the impact of your content marketing efforts.

AI and Online Presence

- **AI in Digital Marketing**

Explore the potential of AI in enhancing marketing efforts. Learn to select and utilize AI tools for content creation and data analysis. Integrate AI into your overall digital marketing strategy for improved efficiency and effectiveness.

- **Strong Online Presence**

Build a robust online presence across platforms. Utilize analytics to understand and grow your audience. Engage with and grow your online community through strategic interactions and valuable content.

- **Social Media Mastery**

Master advanced tactics for social media engagement. Create valuable content and leverage social media algorithms to increase reach and impact. Develop and execute effective social media campaigns that align with your overall marketing goals.

Comprehensive Marketing Plan

- **Integration**

Integrate learned skills into a cohesive marketing plan.

- **Review and Critique**

Review and critique individual marketing plans.

- **Implementation**

Strategies for implementation and continuous improvement.

The final module of the course focuses on bringing together all the skills and knowledge acquired throughout the program.