Digital Marketing Certified

Khaoula FIKRI

The bearer of this certificate is hereby deemed knowledgeable and skilled in applying digital marketing practices with an inbound mindset. They have been tested on the content and best practices and have an understanding of creating search engine-friendly content, optimizing a website, creating a social media strategy, using video to engage their audience, amplifying their messaging with advertising, and measuring the results of their efforts.

Valid from: Jan 5 2026 - Feb 4 2027

Certification code: 508f06a44ed74953b2987797caa30ef5

HubSpot Academy

CEO Yamini Rangan

COURSE CERTIFICATE

This is to certify that

Khaoula Fikri

has successfully completed the course by demonstrating
theoretical and practical understanding of

Social Media Marketing with AI

COURSE COMPLETED

sololearn

Yeva Hyusyan

Yeva Hyusyan
Chief Executive Officer

E-Mail-Marketing zertifiziert

khaoula fikri

Die Person im Besitz dieses Zertifikats ist in der Lage, eine E-Mail-Marketingstrategie zu entwickeln, die Vertrauen schafft. Sie wurde auf Best Practices geprüft, die sich auf Segmentierung, E-Mail-Design und E-Mail-Zustellbarkeit konzentrieren, und kann Kennzahlen zum Testen, Optimieren und Verbessern einer E-Mail-Marketingstrategie festlegen.

Gültig ab: 2 Dez. 2024 - 1 Jan. 2027

Zertifizierungscode: a17faca05eb14673acc0077d3382cf0e

HubSpot Academy

CEO Yamini Rangan

Future Learn

Certificate of Achievement

Khaoula Fikri

has completed the following course:

DIGITAL SKILLS: DIGITAL MARKETING
ACCENTURE

This online course provided an introduction to digital marketing, and explained the different digital marketing strategies, techniques and tools that are available for businesses to use today.

2 weeks, 3 hours per week

Camilla Drejer
Managing Director for UKI Responsible Business & Citizenship
Accenture

accenture

In association with

CPD CERTIFIED
The CPD Certification Service

accenture

Khaoula Fikri

has completed the following course:

DIGITAL SKILLS: DIGITAL MARKETING
ACCENTURE

92%
OVERALL
SCORE

Digital marketing is seen as a key tool in growing a business. This course explored what digital marketing means, why it is important and looked at some digital marketing strategies including display advertising, pay per click advertising and search engine optimisation. The digital marketing strategy components were explained including the importance of balancing and integrating different digital marketing strategies and how companies can target customers.

- Search engine optimisation
- Email marketing
- How to integrate these techniques

STUDY REQUIREMENT
2 weeks, 3 hours per week

LEARNING OUTCOMES
- Describe what digital marketing is
- Explain why digital marketing is important for businesses
- Describe the different types of digital marketing including; display advertisements, pay per click, search engine optimisation, and email marketing
- Explain how the different digital marketing methods can deliver value to businesses
- Identify the key features that should be included in a digital marketing strategy
- Describe how businesses can use data to target customers in their digital marketing campaign
- Explain the benefit and importance of integrating different digital marketing techniques

SYLLABUS
Week 1 - How to use digital marketing

- Introduction to digital marketing
- Display and pay-per-click advertising

Week 2 - Digital marketing techniques

Future
Learn

Alison

EMPOWER YOURSELF

CERTIFICATE

KHAOULA FIKRI

has received this award for successfully completing the course:

Social Media Marketing - Bootstrapping With Fundamentals

4th January, 2023

Date of Award

To verify:

4438-28342450
alison.com/verify/25158b0d96

Maeve Richardson

Director of Certification