



AI-Powered Digital Marketing Bootcamp

What's Included?

In-person Live
5,399 AED

or 3 installments of 1,799
AED with 

- ✓ 30 hs live classes (in our AI Quoz Campus)
- ✓ 10+ free Digital Marketing and AI tools
- ✓ 2 hs after bootcamp session with our experts
- ✓ 1 to 1 private consultation with one of our trainers
- ✓ AstroLabs and KHDA certificates
- ✓ Google Ads and Google Analytics certificate preparation material
- ✓ 50+ additional pre-recorded lessons (worth 2000 AED)
- ✓ AstroLabs Digital Marketing Community and exclusive events access
- ✓ Extra Conversion Rate Optimization techniques
- ✓ 6 months access to online live classes (worth 2500 AED)
- ✓ Coffee, water, snacks and lunch (for Saturday Sessions)



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Success Stories

15K AED, 25 Leads, 3 days! Here's how digital marketing can make an impact on your business. Read the success story of our alumni, Emad Shraim, Marketing Manager at ART Garage, to learn more about how you can grow with digital marketing.

[Learn More about this success story](#)

A YouTube video thumbnail featuring Emad Shraim, a man with a beard wearing a blue blazer. The background is a gradient of blue and orange. Text on the thumbnail includes: '15k, 3 days, 1 course - this is how I did it!' at the top left; the Astrolabs logo and name below it; 'ASTROLABS STORY' in large white letters; 'EMAD SHRAIM' in very large white letters; 'Digital Marketing Alumni' below his name; and 'Watch on YouTube' at the bottom left. A red play button icon is centered over the text. A 'Share' button with a right-pointing arrow is in the top right corner.



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Success Stories



ALUMNI SUCCESS



BRIGITTE MOUNTAIN

CO-FOUNDER AND CEO OF GIGTHREE LTD

I'm the co-founder of gigthree and took the Digital Marketing Certification Course at AstroLabs with no prior digital marketing experience. As a result of the course, we've increased our conversion rate through email marketing and become much savvier about which channels to target. We also now have the knowledge to make more informed decisions when it comes to recruiting our marketing team!



ALUMNI SUCCESS



QUINTIN PICARDO

Founder at TAS Consultants FZ LLC

"We used to have 0 leads from digital marketing before the course and now we get around **30 leads a month** with 50% conversion rate!"



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Detailed Agenda

WEEK 1: Bootcamp Schedule

Week 1	4-Sep-2023, Mon	6:30 PM	9:30 PM	Module 1: Hands-on Social Media Presence Building and Strategy	Abed
	5-Sep-2023, Tue	6:30 PM	9:30 PM	Module 1: Individual Project Workshop	Jessica
	7-Sep-2023, Thu	6:30 PM	9:30 PM	Module 2: Mastering Social Media Ads	Abed
	9-Sep-2023, Sat	10:00 AM	5:00 PM	Module 2: Individual Project Workshop + Module 3: Learn how to advertise on Google	Abed & Jessica - Youssef



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Detailed Agenda

WEEK 2: Bootcamp Schedule

Week 2	11-Sep-2023, Mon	6:30 PM	9:30 PM	Module 3: Individual Project Workshop	Youssef
	12-Sep-2023, Tue	6:30 PM	9:30 PM	Module 4: Optimize Your Website for Business Growth	Abed & Youssef
	14-Sep-2023, Thu	6:30 PM	9:30 PM	Module 4: Individual Project Workshop	Youssef
	16-Sep-2023, Sat	10:00 AM	5:00 PM	Module 5: Retain Customers with Email Marketing + Individual Project Workshop	Abed



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Detailed Agenda

MODULE 1: Hands-on Social Media Presence Building and Strategy

Crafting an Effective Social Media Strategy



Identifying social media goals
Building your target audience
Competition analysis
Set your KPIs

TEAM WORKSHOP 1 – Create 3 buyer personas

Creation and Scheduling Content



Research and planning
Build a content calendar
Content scheduling

TEAM WORKSHOP 2 – Identify 3 potential competitors, channels used, type of content, posting frequency

Using AI to create engaging visuals and copy



AI tools to create original visuals
How to use prompts to create engaging content

TEAM WORKSHOP 3 – Use ChatGPT & Canva to create 3 carousel posts



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MODULE 1: Hands-on Social Media Presence Building and Strategy

Individual Project Workshop



Create a social media strategy
Perform a competition analysis
Build a content calendar for 1 month
Create written content and visuals for 1 week using AI

Tools



Canva
ChatGPT
Araby.ai
24ai
Hootsuite
Iconosquare



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MODULE 2: Mastering Social Media Ads

Create effective social media ad campaigns



Campaign planning and budgeting
Facebook and Instagram advertising
Tik Tok ads creation & E-commerce campaigns creation
Lead generation campaigns creation

Crafting Effective Ad Copies



Use AI prompts to build ad copies
Competition analysis

TEAM WORKSHOP 1 – Create a social media campaign plan

Analyse and optimize ad performance



Campaigns optimizations tips
Create retargeting campaigns
Meta & Tik Tok pixels setup
Campaign reporting

TEAM WORKSHOP 2 – Reference to workshop 1, Define the main KPIs to track, define additional target audiences to add to your campaign plan + Competition analysis



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MODULE 2: Mastering Social Media Ads

Individual Project Workshop



- Create a social media advertising plan
- Setup pixels on your website
- Create ad copy using AI
- Setup Meta / TikTok ad campaign

Tools



- ChatGPT
- Meta Ads Library
- TikTok creative center



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Detailed Agenda

MODULE 3: Learn how to advertise on Google

Understanding how Google ads works



Google search ads basics
What is quality score
Keywords match types

TEAM WORKSHOP 1 – Perform a keyword research using keyword planner

Setting Up a Google Ads Campaign



Keywords using Google planner and AI
Build Google search campaign from scratch
Setting Performance MaxFind
Campaign optimization and analysis

Google Ads infrastructure



Merchant center for Ecommerce
Setup conversion tracking
Create retargeting audiences

TEAM WORKSHOP 2 – Use AI to find new sets of keywords and analyse them through keywords planner



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Detailed Agenda

MODULE 3: Learn how to advertise on Google

Individual Project Workshop



Keywords research
Come up with Google ad copy
using AI
Set up Google search or PMax
campaign

Tools



Google Keyword Planner
ChatGPT
Google Ads Grader
Ads Transparency Center



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Detailed Agenda

MODULE 4: Optimize Your Website for Business Growth

Understanding the basics of SEO



What is SEO

Technical optimization

Content optimization

What are backlinks and how to do it

Main KPIs for SEO

TEAM WORKSHOP 1 - Use Ubersuggest to do keywords research and SEO website analysis

Website Optimization Powered by Analytics



What is Google Analytics

How to setup GA4

Major reports to follow

Track external campaign using UTM

TEAM WORKSHOP 2 - Find top 3 traffic sources on GA4 + Create UTM links for your social media paid campaigns

Conversion Rate Optimization (CRO) Techniques



TEAM WORKSHOP 3 - Revise your website versus your competitors and prepare a list of to-dos of CRO best practices



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MODULE 4: Optimize Your Website for Business Growth

Individual Project Workshop



- Setting up GA4
- SEO website analysis
- Building a keyword gap analysis
- Optimizing your website homepage with SEO best practices
- Find 3 topics/keywords opportunities to rank for
- Develop 1 blog article using AI

Tools



- Google Analytics GA4
- Ubersuggest
- Answer The Public
- ChatGPT
- Araby.ai



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Detailed Agenda

MODULE 5: Retain Customers with Email Marketing

Create effective email marketing campaigns



Building your email list
Design email newsletters
Email marketing for Ecommerce & B2B
A/B testing for emails

TEAM WORKSHOP 1 – Create a 3 month email campaigns plan with subject lines – Test your subject lines with Omnisend

Harness the power of marketing automation



Why you need email automation
Set triggers and workflows
How to create abandon cart emails
Nurturing leads for B2B
Create a lead generation form / landing page
Use AI prompts to create email flows

Email campaigns analytics



What email metrics to monitor
Email campaign reports

TEAM WORKSHOP 2 – Using AI, create a welcome series automation or abandoned cart automation campaign with triggers



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MODULE 5: Retain Customers with Email Marketing

Individual Project Workshop



Revise Google Ads performance
From Module 3
Create workflow plan with
triggers for your industry
Design email template
Write email flows using ChatGPT
Setup and launch your email
automation campaign

Tools



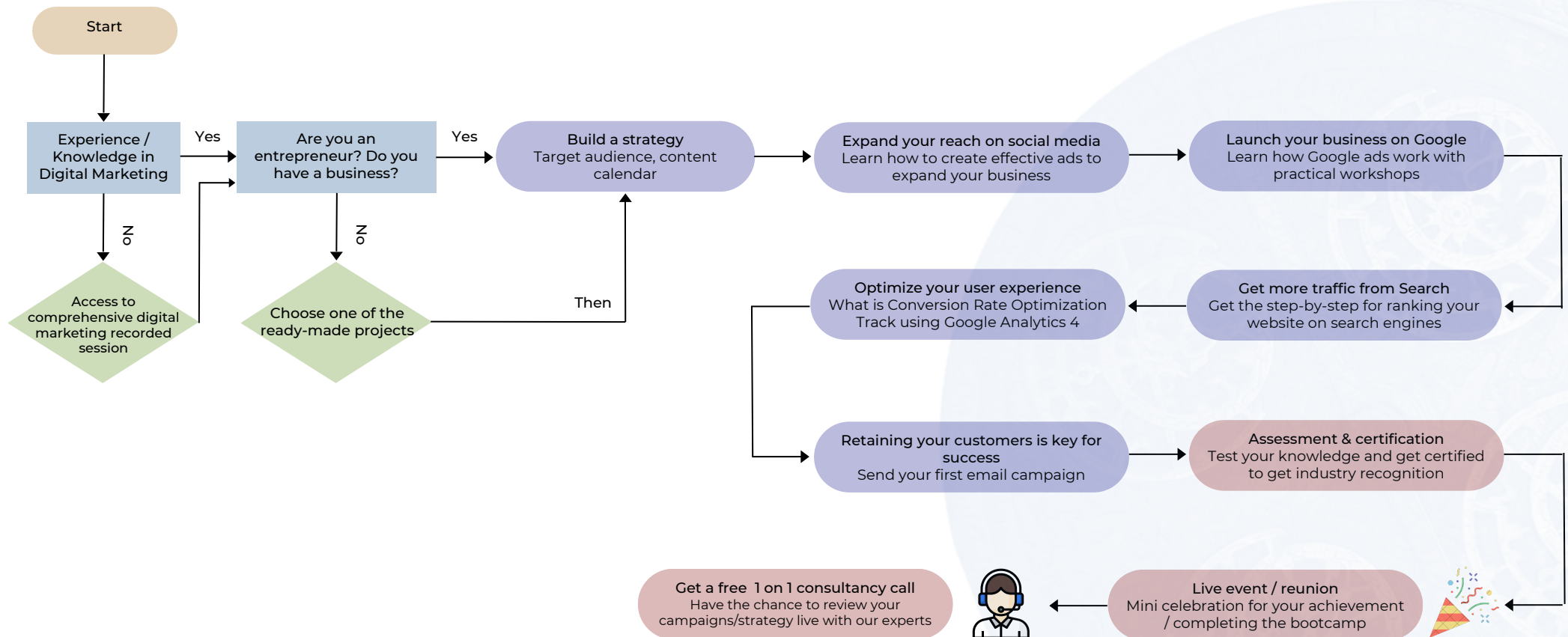
ChatGPT
MailerLite
Klaviyo
Omnisend Email subject line
tester



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Your Roadmap

Bootcamp Roadmap





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Platforms Covered

Some of the Platforms Covered





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FAQs

Frequently Asked Questions

☒ **How long does the bootcamp last and what is the cost?**

You'll join us for 2 weeks: Monday, Tuesday, Thursday from 6:30 PM to 9:30 PM and Saturday from 10 AM to 5 PM. the cost is 5,399 AED.

☒ **Do I need to have any prior experience in digital marketing?**

No, you don't need previous experience. We'll facilitate your journey with pre-recorded material to help you set up for success before the first day.

☒ **What if I don't have my own business, is this for me?**

Yes! In case you are not an entrepreneur or business owner, our trainers will provide you with 5 projects within different industries for you to choose from depending on your goals and the sector you are interested in. As a project-based bootcamp, the outcome is for you to have hands-on experience and build assets.



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☒ What assets will I build from this bootcamp?

As a project-based bootcamp, with our experts knowledge, help and hands-on workshops, you'll be building your own digital portfolio aligned with your business, being your own or an industry demo of your choice facilitated by us. You can apply it to your startup or showcase it to employers if you are changing careers.

☒ Will I have access to online materials and recordings?

Yes, you will have a lifetime access to videos as well as additional recorded material when signing up to our AI-Powered Digital Marketing Bootcamp.

☒ What certificates will I receive?

Upon completion of this bootcamp, you'll receive an attendance and a graduation (upon passing the final assessment) certificates from AstroLabs and also the Dubai Government Diploma from the KHDA. Knowledge attained during this bootcamp will allow you to also get 2 Google certifications as well: Google Analytics and Google Ads (we will share instructions for it after the bootcamp).



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☒ What post-bootcamp support will I receive?

Additionally to your lifetime access to recorded material and videos, we'll have an extra session around a month after the bootcamp finishes where you can showcase your success, share your challenges and revisit some of the content to help you convert those challenges into successes. If you are attending in-person, you'll also enjoy the extra benefit on having a 1 to 1 with an expert and review your campaign/strategy.

☒ I have some questions, how can AstroLabs answer them?

We host orientation days with our Logistics and Operations Lead, along with our seasoned Lead Trainer, to personally guide you through all the exciting bootcamp details and answer all your enquiries. Sign up for the upcoming one here. Can't wait? Here's the recording of the previous one.

☒ Will you help me find a job in digital marketing?

This bootcamp does not directly support with sourcing you for a job opportunity, but completing this bootcamp will give you the chance to showcase your finished project and your certificates in your resume/CV and on LinkedIn, expanding your chances in your job search. However, you will be able to join the AstroLabs Talent database to be notified about the best digital marketing job opportunities in the region.



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Frequently Asked Questions

☒ Where is AstroLabs Campus located?

If you are taking our in-person classes, you'll be able to enjoy the beautiful environment of Al Quoz Courtyard, where we are located. [AstroLabs Academy Campus](#) - Al Quoz.

☒ How to register?

You can register by clicking on the "sign up" button at the very beginning of this page. It will take you to the simple online checkout where you can finish your registration. During checkout, you can choose between credit card and 3 installments plan with Tabby payment.

☒ I can't join right now, how can I know when the next bootcamp will start?

Don't worry, leave your details [here](#) and we'll update you as soon as we set upcoming bootcamp dates!

[Sign up](#)