

Webinar

Launch your online translation agency



TRAINING OUTLINE :

1. Setup your online identity
 - a. Create a website on WordPress (free)
 - b. Setup your social media profiles (Facebook, Instagram, Twitter, YouTube, others)
 - c. Review your LinkedIn profile
2. Website Design and Copywriting
 - a. Website structure and development
 - b. Content creation for website structure
 - c. Website marketing
3. Activate your professional digital identity
 - a. Content creation & design for social media channels
 - b. Publishing your content on social media channels
 - c. Marketing strategy & Growth Hacking - organic and paid
 - d. Monitor your performance on social media channels



DATES : - Thursday, February 03, 2022
- Thursday, February 10, 2022
- Thursday, February 17, 2022
6:00 to 8:00 pm (Beirut Time) 3 Days | 6 hours



 **ZOOM**



LANGUAGE : English & Arabic



COST : 300 000 LBP OR 150 USD

LEARNING OUTCOMES:

At the end of this training, participants will be able to:

1. Have their own website for their translation agency
2. Know how to create, publish, manage and analyze content on social media channels
3. Set up a marketing strategy to promote their business on social media channels and generate leads

TRAINER



Dr Maria Frangieh

She is Founder and Managing Director of Socialprise, and Socialprise Experience, Founder and CEO of watani marketplace. Trainer, university lecturer and blogger since 2005 in digital marketing, blogging, data analysis, brand creation online. Maria has been teaching digital business at USJ since 2014 and joined the centre de formation professionnelle at USJ in January 2021. You can read more about her career and training feedback by consulting her LinkedIn profile <https://www.linkedin.com/in/mariafrangieh/>



Target audience : Students, Alumni & professionnels

Maximum number of participants : 30

For more informations, contact : Abla Lawandos

☎ 961-1-421 552 ✉ etib@usj.edu.lb

To start your registration before January 31, 2022, please click below:
For payments in LBP : [click here](#) | For payments in USD : [click here](#)