

ONE-TO-ONE TRAINING PROGRAM

Advanced Digital & Performance Marketing

The Complete 1:1 Training Program

From your first website to AI-powered ad campaigns and your own online store — one real project, built with you, session by session.

1:1 Personal Training

Real Live Project

AI-Powered Curriculum

PROGRAM SNAPSHOT

13

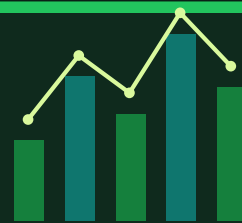
MODULES

8

STAGES

1:1

SESSIONS



- ✓ One real project — your website, your store, your campaigns
- ✓ Every skill applied live, not left as theory
- ✓ A trainer who is still actively running campaigns today

Every number above is built with you — on your own live project, not a demo account.

— WHY THIS PROGRAM

This Isn't Training. It's Building Your Brand, Live.

Most digital marketing programs teach in theory, using demo accounts and recycled case studies. This one is different: everything is built around one real project — ideally your own business or brand — so by the end you don't just understand the concepts, you have a live website, live campaigns, and real results to show for it.

What Makes This Different

- ✓ 1:1, not a cohort. Every session is built around where you're stuck and what you need next.
- ✓ Practitioner-led. Taught by someone actively running live marketing campaigns — not reading from a fixed script.
- ✓ One real project, start to finish. Website, store, SEO, content, ads, automation and AI — all applied to the same live brand.
- ✓ Career and business ready. Whether the goal is a job, freelancing, or your own business, the project doubles as proof of work.

By the end, you'll have a live website, live campaigns, and a portfolio you built yourself — not just notes from a class. That's the whole point of doing this 1:1.

At a Glance

FORMAT

1:1 Live Sessions

PACE

Fully Flexible

FOCUS

One Real Project

"You don't need a technical background — just a willingness to build something real and put in the work between sessions."

Eight Stages. One Real Project.

We don't jump between random topics. Each stage builds directly on the last — the same way a real marketing engagement actually runs.



01

Foundations & Strategy



02

Website & SEO



03

E-Commerce & Online Selling



04

Organic Content & Social



05

Paid Media — Meta & Google



06

Analytics, Tracking & Reporting



07

Automation & AI



08

Career Readiness

Full breakdown of each stage — with the exact skills and tools covered — starts on the next page.

“Most people finish this program with a live business asset — not just a certificate.”

— MODULE BREAKDOWN



01 Marketing Foundations & Mindset

- ✓ The digital marketing landscape and how it's evolved
- ✓ Buyer psychology and decision triggers
- ✓ ICP (Ideal Customer Profile) and buyer personas
- ✓ Market and competitor research



02 Build Your Own Website

- ✓ Domain and hosting setup
- ✓ WordPress installation, dashboard and themes
- ✓ Page building with Elementor/Astra and site structure
- ✓ SSL, DNS basics and site security fundamentals



03 SEO — Technical & On-Page

- ✓ Keyword research and search intent
- ✓ On-page SEO, meta tags and schema markup
- ✓ Site speed, Core Web Vitals and mobile-friendliness
- ✓ Google Search Console setup and monitoring



04 SEO — Off-Page & Local

- ✓ Backlink strategy and competitor gap analysis
- ✓ Google Business Profile and local search
- ✓ SEO reporting and rank tracking



05 E-Commerce & Shopify

- ✓ Shopify store setup, themes and product listings
- ✓ Payment gateways and checkout optimization
- ✓ Dropshipping basics and marketplace selling (Amazon Seller Central)
- ✓ Conversion optimization for online stores



06 Organic Content Marketing

- ✓ Content strategy and topical planning
- ✓ Writing SEO content that actually ranks
- ✓ Social profile setup — Instagram, LinkedIn, YouTube
- ✓ AI-assisted content creation (ChatGPT, Canva, Gemini)



07 Meta Ads Campaigns

- ✓ Business Manager, ad accounts and Meta Pixel
- ✓ Campaign structure, objectives and audience building
- ✓ Creative testing and retargeting
- ✓ Lead generation ads and WhatsApp click-to-chat campaigns



08 Google Ads Campaigns

- ✓ Search, Display, Shopping and YouTube Ads
- ✓ Keyword match types and bidding strategies
- ✓ Conversion tracking setup
- ✓ Performance Max campaigns



09 Reporting on Paid Campaigns

- ✓ GA4 setup and event tracking
- ✓ Google Tag Manager fundamentals
- ✓ Reading CPL, CTR, ROAS and CPA like an operator
- ✓ Building client-ready reports and dashboards



10 Email Marketing

- ✓ List building and audience segmentation
- ✓ Automated email sequences
- ✓ A/B testing and performance metrics



11 WhatsApp & Marketing Automation

- ✓ WhatsApp Business API and automation tools
- ✓ Chatbots and automated lead follow-up
- ✓ CRM setup and lead management systems



12 AI Automation, Generative AI & Design

- ✓ AI tools for ad creative and copywriting
- ✓ Designing with AI — Canva AI and image/creative generation tools
- ✓ Automating repetitive marketing tasks
- ✓ Generative AI for content and strategy (ChatGPT, Gemini, Claude)
- ✓ Staying current as AI tools evolve



13 Client Delivery & Career Readiness

- ✓ Building your portfolio from this project
- ✓ Client communication and pitching
- ✓ Interview preparation and mock interviews
- ✓ Freelancing: scope, delivery and reporting

PROGRAM OUTCOMES

What You'll Walk Away With

A Live Website & Online Store

Not a demo — a real site and store you can show.

Running Ad Campaigns

Meta & Google campaigns you set up and optimized yourself.

A Real Marketing Portfolio

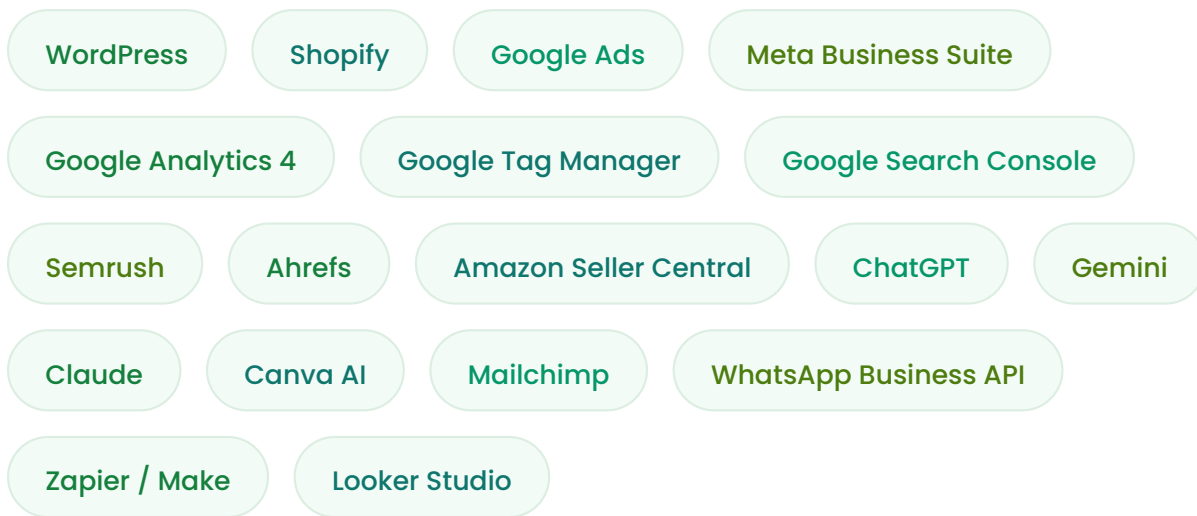
Built from actual work, not hypothetical case studies.

Job- & Client-Ready Skills

Confident enough to deliver, pitch, and interview.

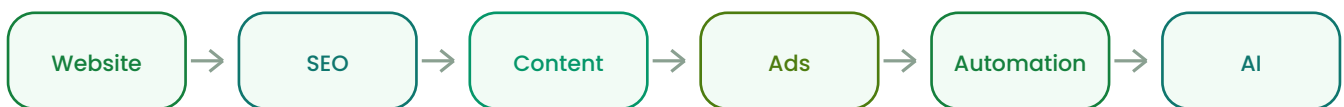
— TOOLS YOU'LL WORK WITH

Real Tools, Not Just Concepts



How It All Connects

One project moves through every stage of the program — nothing is taught in isolation.



Every tool on this page is used inside that one project — not memorized as a checklist.

What You Need to Start

YOU'LL NEED

- ✓ A laptop or smartphone with a stable internet connection
- ✓ A business idea, brand, or product to build the project around
- ✓ Time between sessions to actually apply what's covered

YOU WON'T NEED

- ✓ No coding or design background
- ✓ No prior certification or degree
- ✓ No existing website, store, or ad accounts

FORMAT & NEXT STEPS

Built Around Your Pace, Not a Fixed Calendar.

- ✓ 1:1 sessions — scheduled around your availability, not a batch timetable
- ✓ Live & practical — every session works on your real project, not a slide deck
- ✓ Flexible pace — go deep where you need it, move fast where you're already solid
- ✓ Direct access — you're learning directly from your trainer, every session

Ready When You Are.

No fixed start date and no fixed calendar — this program begins whenever you're ready to build something real.

SABAR

Advanced Digital & Performance Marketing — 1:1 Training Program