

HABILITATION · DIGITAL MARKETING & E-COMMERCE

Digital Marketing, E-Commerce & Artificial Intelligence

A comprehensive, progressive and hands-on training to master digital marketing, e-commerce and artificial intelligence in the Algerian market context. From content creation to sales strategy, each participant builds and manages a concrete digital project.

TYPE	HABILITATION	DURATION	70 hours (8 modules)
CATEGORY	Digital Marketing & E-Commerce	LANGUAGE	French

01. Program

MODULE 1: INTRODUCTION TO DIGITAL MARKETING (5H)

Objective: understand digital marketing fundamentals in a real-world context.

- > Digital ecosystem (Algeria focus)
- > Online consumer behaviour
- > Difference: visibility / engagement / conversion
- > Introduction to channels: Social Media (Facebook, Instagram, TikTok), SEO (basics), Marketplaces
- > Global vision of a digital project
- > Workshop: Project kick-off - Know Yourself (part 1)

MODULE 2: DIGITAL CONTENT CREATION & MANAGEMENT (15H)

Objective: create engaging, structured and conversion-oriented content.

- › Content types (value, proof, entertainment, sales)
- › High-performing formats: Reels / TikTok, Photos / Images, Carousels, Stories
- › Copywriting (hook, message, CTA)
- › Brand identity: tone of voice, visual consistency
- › Introduction to AI: idea generation, writing assistance, content structuring
- › Workshop: Know Yourself (part 2)

MODULE 3: ADVERTISING & CUSTOMER ACQUISITION (10H)

Objective: implement effective acquisition strategies adapted to the market.

- › Organic vs paid difference
- › Facebook Ads & Instagram Ads (fundamentals)
- › Introduction to TikTok Ads
- › Influencer marketing: choosing influencers, collaboration types, pitfalls
- › Simple acquisition funnel
- › Targeting and budget
- › AI: ad creation assistance (texts / angles / visuals)
- › Workshop: Build Your Ads

MODULE 4: E-COMMERCE - STORE CREATION & MANAGEMENT (10H)

Objective: set up a functional digital sales system adapted to the local context.

- › Sales channels in Algeria: Facebook Page, Instagram, TikTok, WhatsApp Business, Telegram, Marketplaces (Ouedkniss, Facebook Marketplace...)
- › Introduction to e-commerce sites
- › Workshop: site creation with WordPress + WooCommerce
- › Management: orders, delivery, stock
- › Simple and effective customer journey

MODULE 5: SALES STRATEGY & CUSTOMER LOYALTY (10H)

Objective: optimise conversion and develop lasting customer relationships.

- › Customer journey
- › Sales techniques: private messages, WhatsApp, Telegram, closing
- › Loyalty: customer service, content, offers
- › E-reputation management
- › Customer reviews and social proof
- › AI: response scripts, simple automation
- › Workshop: Build the Project (continued)

MODULE 6: ANALYTICS & OPTIMISATION (10H)

Objective: measure performance and improve results.

- › Key KPIs: cost per message, conversion rate, average basket
- › Ads performance reading
- › Optimisation: content, targeting, offer
- › AI: analysis and interpretation assistance
- › Workshop: KPIs & projections (Build the Project)

MODULE 7: ARTIFICIAL INTELLIGENCE APPLIED TO DIGITAL MARKETING & E-COMMERCE (5H)

Objective: use AI as an efficiency lever in marketing actions.

- › AI-assisted content creation
- › Idea and offer generation
- › Competitive analysis
- › Sales scripts
- › Simple automation
- › Limits and best practices

MODULE 8: PRACTICAL PROJECT PRESENTATION (5H)

Objective: apply all acquired skills.

- › Full project presentation: positioning, marketing strategy, acquisition, sales system

- › Feedback and recommendations

TRAINING OBJECTIVES

Understand digital marketing fundamentals and online consumer behaviour

- › Master content creation for social media oriented towards conversion
- › Identify and exploit key acquisition channels
- › Design and implement an adapted digital sales system
- › Structure a complete e-commerce strategy
- › Develop effective sales and loyalty techniques
- › Monitor and analyse performance to optimise marketing actions
- › Use AI as a tool for creation, analysis and productivity
- › Build and present a complete, structured and operational digital project

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