

INBOUND CONTENT, DIGITAL MARKETING, SEO, SEM & SOCIAL MEDIA FOR BUSINESS

“Master Digital Tools and Inbound Strategies to Drive Brand Visibility and Business Growth”

Schedule

Date	Venue	Fees
23 - 27 Feb 2026	Dubai, UAE	USD 3495 per delegate
01 - 05 Mar 2026	Riyadh, KSA	USD 3495 per delegate

Introduction

In today’s digital-first environment, businesses must adopt a robust online presence supported by high-performing inbound and digital marketing strategies. From optimizing websites for search engines to delivering value-driven content and leveraging paid ads and social platforms, every digital touchpoint matters.

This 5-day course provides hands-on, practical insights into building and executing effective digital marketing campaigns. Participants will explore SEO, SEM, social media, and content strategies to attract, engage, and convert target audiences. The course offers toolkits, real-world examples, and performance frameworks to accelerate marketing ROI and business success.

Objectives

By the end of this course, participants will be able to:

- Develop an integrated digital marketing strategy aligned with business goals
- Create engaging inbound content to attract and retain leads
- Optimize websites and content using SEO best practices
- Run high-performance paid search (SEM) and display ad campaigns
- Plan and manage social media content across major platforms
- Analyze digital performance data and refine marketing strategies

Why Attend

- Learn proven frameworks to drive web traffic and customer acquisition
- Master tools like Google Ads, Meta Business Suite, Google Analytics, and SEO software
- Discover content formats that perform across different digital channels
- Translate marketing performance data into actionable strategy
- Build a sustainable inbound funnel that nurtures brand trust and engagement

Target Audience

This program is designed for:

- Digital marketing professionals and strategists
- Content creators, writers, and communication specialists
- Marketing and brand managers
- Business owners and entrepreneurs
- Anyone responsible for growing business through digital channels

Individual Benefits

Key competencies that will be developed include:

- Building inbound content strategies and editorial calendars
- Running and optimizing search engine marketing (SEM) campaigns
- Understanding and applying SEO fundamentals
- Planning and executing social media marketing
- Using analytics tools to evaluate and report campaign success

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Stronger digital presence and customer engagement
- Improved marketing efficiency and lead generation performance
- Enhanced return on digital marketing investments
- Better integration between content, channels, and conversion goals
- Increased brand visibility across platforms

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Core frameworks for inbound and digital marketing success
- Case Studies - Brand examples across B2B and B2C digital campaigns
- Workshops - Content creation, keyword analysis, ad planning, and platform use
- Peer Exchange - Collaborate on digital challenges and campaign ideas
- Tools - Access to content calendars, SEO tools, and social media templates

Course Outline

DETAILED 5-DAY COURSE OUTLINE

Delivery Format: In-Person & Online (Live Virtual) Training Hours: 7:30 AM - 3:30 PM Daily Format: 3-4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet (In-Person Only): 01:00 - 02:00

Day 1: Introduction to Inbound and Digital Marketing

- Module 1: Fundamentals of Inbound Marketing (07:30 - 09:30) • Difference between inbound and outbound marketing • Understanding the buyer's journey
- Module 2: Creating Inbound Content Strategies (09:45 - 11:15) • Building personas, topic clusters, and content funnels
- Module 3: Setting Digital Goals and KPIs (11:30 - 01:00) • Campaign planning, goal setting, and success metrics
- Module 4: Workshop - Defining a Campaign Framework (02:00 - 03:30)

Day 2: Content Marketing & SEO Fundamentals

- Module 1: SEO Basics (07:30 - 09:30) • On-page, off-page, and technical SEO overview
- Module 2: Keyword Research and Content Mapping (09:45 - 11:15) • Tools and techniques for identifying content gaps and opportunities
- Module 3: Writing for Digital Platforms (11:30 - 01:00) • Headlines, calls to action, and long-form content tips
- Module 4: Workshop - Creating SEO-Optimized Content (02:00 - 03:30)

Day 3: Search Engine Marketing (SEM) and Paid Campaigns

- Module 1: Understanding Google Ads (07:30 - 09:30) • Structure of search ads and bidding strategies
- Module 2: Display Ads and Remarketing (09:45 - 11:15) • Campaign types, placements, and retargeting logic
- Module 3: Budgeting and Campaign Setup (11:30 - 01:00) • Budget planning and conversion tracking
- Module 4: Workshop - Building a Google Ads Campaign (02:00 - 03:30)

Day 4: Social Media Strategy and Engagement

- Module 1: Choosing the Right Platforms (07:30 - 09:30) • Facebook, Instagram, LinkedIn, X (Twitter), and TikTok essentials
- Module 2: Content Calendars and Scheduling Tools (09:45 - 11:15) • Social media planning and automation
- Module 3: Paid Social Campaigns (11:30 - 01:00) • Meta Ads Manager, audience targeting, A/B testing
- Module 4: Workshop - Creating a Social Media Plan (02:00 - 03:30)

Day 5: Digital Analytics and Campaign Optimization

- Module 1: Using Google Analytics and GA4 (07:30 - 09:30) • Tracking traffic, behavior, and conversions
- Module 2: Metrics That Matter (09:45 - 11:15) • CTR, CPL, ROAS, bounce rate, engagement
- Module 3: Final Project Presentation (11:30 - 01:00) • Group presentation: Campaign strategy and execution plan
- Module 4: Wrap-up & Q/A (02:00 - 03:30)

Certification

Participants will receive a Certificate of Completion in Inbound Content, Digital Marketing, SEO, SEM & Social Media, verifying their applied skills in digital campaign design, content development, online visibility strategies, and marketing analytics.

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