

DIGITAL & SOCIAL MEDIA MARKETING - SEO, SEM & SOCIAL MEDIA FOR BUSINESS

"Mastering Online Strategies to Drive Visibility, Engagement, and Business Growth"

Schedule

Date	Venue	Fees (Face-to-Face)
15 - 19 Feb 2026	Doha, Qatar	USD 3495 per delegate
02 - 06 Mar 2026	Dubai, UAE	USD 3495 per delegate
12 - 16 Apr 2026	Riyadh, KSA	USD 3495 per delegate

Introduction

In today's digital-first world, an effective online presence is no longer optional—it's essential. Businesses that succeed online combine strategic SEO, targeted search engine marketing (SEM), and compelling social media content to attract, convert, and retain customers. This 5-day hands-on course equips professionals with practical skills to build and execute integrated digital marketing campaigns that deliver measurable business results.

Participants will learn how to optimize their websites for search engines, manage paid ad campaigns, and create high-impact content across major social media platforms. The course balances foundational theory with actionable tools and real-world case studies to drive immediate application and performance improvement.

Objectives

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

- Understand core digital marketing channels and metrics
- Optimize websites and content using SEO best practices
- Plan and execute search engine marketing (SEM) campaigns
- Leverage social media platforms to build brand and engagement
- Use analytics to track ROI and continuously improve performance

Why Attend

- Learn from real-world digital marketing successes and pitfalls
- Gain confidence managing agencies, freelancers, or in-house teams
- Understand how to use SEO, SEM, and social media to attract the right audience
- Acquire tools to improve your company's visibility and online sales
- Stay competitive in a fast-moving digital marketing environment

Target Audience

This program is designed for:

- Marketing, communications, and PR professionals
- Entrepreneurs and business owners
- Product, brand, and digital managers
- Content creators, strategists, and community managers
- Anyone responsible for growing online reach and engagement

Individual Benefits

Key competencies that will be developed include:

- Technical understanding of SEO and search algorithms
- Practical skills in Google Ads and social media ad platforms
- Confidence in planning and measuring digital campaigns
- Stronger content strategy across Facebook, LinkedIn, Instagram, and YouTube
- Ability to interpret analytics and drive continuous improvement

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved digital presence and customer acquisition
- More effective use of ad budgets across search and social platforms
- Enhanced audience targeting and segmentation strategies
- Stronger campaign ROI through data-driven decisions
- Greater consistency and quality in digital brand communication

Instructional Methodology

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

- Strategy Briefings - Concepts, trends, and digital frameworks
- Case Studies - Campaigns from global and regional markets
- Workshops - Hands-on work in SEO audits, ad planning, and content creation
- Peer Exchange - Reviews of participant campaigns and challenges
- Tools - Google Analytics, SEM tools, keyword planners, content calendars

Course Outline

DETAILED 5-DAY COURSE OUTLINE

Delivery Format:

- Online (Live) for Feb 17-21 session via Zoom/WebEx/MS Teams
- In-Person for Dubai sessions

Training Hours (In-Person): 07:30 AM – 03:30 PM **Daily Format:** 3-4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of Digital Marketing

- Module 1: Digital Marketing Overview • The digital marketing ecosystem: owned, earned, and paid media • Conversion funnels and buyer journeys • Choosing the right KPIs
- Module 2: Marketing Strategy and Planning • Target audience profiling and segmentation • Building integrated digital campaigns • Tools for managing digital workflows
- Module 3: Workshop – Digital Marketing Audit • Analyze your organization’s digital presence

Day 2: Search Engine Optimization (SEO)

- Module 1: SEO Fundamentals • How search engines work • Keyword research and search intent • On-page and off-page SEO
- Module 2: Technical SEO and Tools • Site speed, mobile responsiveness, indexing • Meta tags, schema markup, and link building • Tools: Google Search Console, SEMrush, Ahrefs
- Module 3: Workshop – SEO Action Plan • Build a keyword and optimization strategy

Day 3: Search Engine Marketing (SEM)

- Module 1: Paid Search Advertising (Google Ads) • Setting up and managing Google Ads • Bidding, quality score, and ad formats • Writing effective ad copy
- Module 2: Budgeting and Campaign Optimization • A/B testing, extensions, and audience targeting • Landing page alignment • Tracking conversions and performance
- Module 3: Workshop – Google Ads Campaign Setup • Create a mock or live campaign

Day 4: Social Media Marketing

- Module 1: Platform-Specific Strategies • Facebook, Instagram, LinkedIn, YouTube, TikTok • Algorithms, best practices, and content types • Platform demographics and use cases
- Module 2: Content Planning and Scheduling • Editorial calendars and post formats • Hashtags, stories, reels, and influencer engagement • Organic vs. paid reach
- Module 3: Workshop – Social Media Content Design • Plan a one-week content calendar for your business

Day 5: Analytics, Tools, and ROI Measurement

- Module 1: Digital Analytics Essentials • Google Analytics 4 basics • UTM codes, events, and conversion tracking • Setting up dashboards and reporting KPIs
- Module 2: Campaign Reporting and Optimization • Reading performance metrics • ROI and ROAS calculations • Continuous improvement through data
- Module 3: Final Project – Campaign Presentation • Teams present integrated campaigns with performance goals

Certification

Participants will receive a Certificate of Completion in Digital & Social Media Marketing – SEO, SEM & Social Media for Business, confirming their ability to create, execute, and optimize multi-channel digital campaigns aligned with business objectives.

Why Choose MAWA Events

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