

EFFECTIVE MARKETING PROMOTION COMMUNICATION - STRATEGIES & TOOLS

“Enhance Brand Visibility, Drive Engagement, and Maximize ROI through Strategic Promotional Campaigns”

Schedule

Date	Venue	Fees
05 - 06 Apr 2026	Riyadh, KSA	USD 1995 per delegate
02 - 03 Sep 2026	Muscat, Oman	USD 1995 per delegate

Introduction

In a highly competitive marketplace, effective promotional communication is key to cutting through the noise, building brand awareness, and influencing customer behavior. Marketing professionals must leverage the right mix of strategies, channels, and tools to deliver messages that resonate and convert.

This 2-day practical training course equips participants with the strategic and creative skills needed to plan, execute, and evaluate integrated marketing communication (IMC) campaigns. From message design to media planning and digital integration, this course offers hands-on tools to drive marketing success.

Objectives

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

- Design compelling marketing messages that align with brand positioning
- Select the most effective promotional mix for various audiences
- Integrate traditional and digital channels for maximum reach
- Use data to evaluate campaign effectiveness and optimize messaging
- Apply tools for content creation, media planning, and customer engagement

Why Attend

- Learn to craft promotion strategies that deliver measurable results
- Enhance your brand communication with persuasive messaging
- Understand audience behavior and how to segment campaigns effectively
- Increase your confidence in using both digital and offline promotional tools
- Gain insights from real-world campaigns and creative strategies

Target Audience

This program is designed for:

- Marketing, communication, and brand professionals
- Advertising and media planning specialists
- Business development and sales promotion staff
- Product and campaign managers
- Anyone involved in crafting or delivering promotional communications

Individual Benefits

Key competencies that will be developed include:

- Strategic campaign planning and execution
- Message design and audience targeting
- Multi-channel media integration
- Performance tracking and ROI measurement
- Creative storytelling and copywriting for promotion

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Stronger brand visibility and customer engagement
- Improved alignment between marketing and business objectives
- Enhanced ROI on promotional investments
- Increased customer acquisition and retention through targeted messaging
- More consistent and effective brand communication across all channels

Instructional Methodology

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

- Strategy Briefings - Integrated marketing communication frameworks and campaign planning
- Case Studies - High-impact campaigns and brand storytelling examples
- Workshops - Message design, media mix creation, and promotional scheduling
- Peer Exchange - Sharing campaign challenges and solutions
- Tools - Campaign planning templates, creative briefs, and ROI calculators

Course Outline

DETAILED 2-DAY COURSE OUTLINE

Training Hours: 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Fundamentals of Strategic Promotion

- Module 1: Principles of Effective Promotional Communication (07:30 – 09:30) • Role of promotion in the marketing mix • Push vs. pull strategies
- Module 2: Designing the Right Message (09:45 – 11:15) • Message appeals, tone, call to action, and emotional connection
- Module 3: Workshop – Message Mapping & Positioning (11:30 – 01:00) • Craft a compelling promotional message for your audience
- Module 4: Selecting the Promotional Mix (02:00 – 03:30) • Advertising, PR, sales promotion, direct marketing, and personal selling

Day 2: Multi-Channel Execution & Campaign Optimization

- Module 1: Integrated Campaign Planning (07:30 – 09:30) • Aligning content, channels, and budget across the campaign lifecycle
- Module 2: Digital Tools & Metrics (09:45 – 11:15) • Using SEO, social media, email marketing, and analytics platforms
- Module 3: Workshop – Mini Campaign Design (11:30 – 01:00) • Create a basic campaign plan with KPIs and channel strategy
- Module 4: Wrap-Up – Evaluating & Improving Promotions (02:00 – 03:30) • Post-campaign analysis and lessons learned

Certification

Participants will receive a Certificate of Completion in Effective Marketing Promotion Communication – Strategies & Tools, validating their ability to plan, execute, and evaluate promotional campaigns that effectively engage audiences and support business goals.

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