

EFFECTIVE MARKETING PROMOTIONAL TOOLS

“Maximizing Market Impact with Smart Promotional Strategies”

Schedule

Date	Venue	Fees (Face-to-Face)
08 - 09 Sep 2026	Doha, Qatar	USD 1995 per delegate
14 - 15 Oct 2026	Dubai, UAE	USD 1995 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

In a cluttered and competitive market environment, promotional tools must go beyond traditional tactics to truly influence consumer behavior and drive results. This course helps marketing and brand professionals understand, evaluate, and apply a broad spectrum of promotional strategies that boost visibility, engagement, and conversions.

Participants will learn how to integrate advertising, public relations, digital outreach, sales promotions, and experiential tactics into cohesive campaigns that maximize ROI and brand impact. Real-world examples and practical workshops reinforce each concept.

Objectives

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

- Identify and evaluate the full range of promotional tools available to marketers
- Design integrated promotional strategies tailored to different customer segments
- Align promotional activities with brand positioning and marketing goals
- Optimize timing, messaging, and media mix for higher campaign effectiveness
- Measure and improve promotional campaign performance

Why Attend

- Discover current trends and innovations in promotional tools
- Understand how to build multi-channel campaigns that drive brand awareness and sales
- Learn how to manage budgets and media placement for optimal results
- Enhance your ability to brief creative teams and media planners
- Gain hands-on experience through group workshops and campaign planning exercises

Target Audience

This program is designed for:

- Marketing executives, brand managers, and communication professionals
- Sales and business development teams seeking greater promotional impact
- Entrepreneurs and SME owners managing in-house promotions
- Public relations, advertising, and media agency personnel
- Anyone involved in planning or executing marketing campaigns

Individual Benefits

Key competencies that will be developed include:

- Understanding of promotional mix elements and their effectiveness
- Ability to craft compelling promotional messages for different audiences
- Skills to evaluate ROI and optimize promotional spend
- Knowledge of digital vs. traditional media advantages
- Confidence in presenting and defending promotional plans

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- More effective and integrated promotional planning
- Improved brand visibility and customer engagement through targeted campaigns
- Enhanced alignment between marketing goals and promotional tools
- Better cost control and return on promotional investment
- Stronger collaboration with external media, PR, and creative partners

Instructional Methodology

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

- Strategy Briefings - Core concepts of promotional tools and marketing integration
- Case Studies - Successful campaigns from global brands and regional success stories
- Workshops - Creation of a multi-channel promotional strategy using templates
- Peer Exchange - Group discussions on challenges and regional marketing dynamics
- Tools - Promotional campaign planner, budget templates, and evaluation checklists

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: The Promotional Landscape

- Module 1: Introduction to Promotional Strategy (07:30 - 09:30) • Understanding the role of promotion in the marketing mix • Types of promotional tools and their applications • Customer journey and touchpoints
- Module 2: Above-the-Line (ATL) Tools - Advertising & Media (09:45 - 11:15) • Media types: TV, print, radio, outdoor, digital display • Planning and budgeting for ATL campaigns • Working with media buyers and creative teams
- Module 3: Below-the-Line (BTL) Promotions (11:30 - 01:00) • Sales promotions, events, sponsorships, and in-store campaigns • How to create measurable, time-bound BTL offers • Tactics to boost short-term sales and brand recall
- Module 4: Integrated Promotional Planning (02:00 - 03:30) • Creating synergy between ATL and BTL activities • Aligning promotions with marketing objectives and brand positioning • Workshop: Drafting an integrated campaign brief

Day 2: Executing and Measuring Promotional Campaigns

- Module 1: Public Relations & Influencer Marketing (07:30 - 09:30) • Using PR to build brand credibility and media relations • Planning press releases and media events • Engaging influencers and ambassadors authentically
- Module 2: Digital Promotion Strategies (09:45 - 11:15) • Social media promotions, email marketing, and content-based campaigns • Online advertising and programmatic options • Mobile and location-based promotional tools
- Module 3: Evaluating Promotional Effectiveness (11:30 - 01:00) • Setting campaign KPIs and using marketing metrics • Campaign monitoring tools and dashboards • Case analysis: Successful vs. failed campaigns
- Module 4: Final Group Project & Feedback (02:00 - 03:30) • Group exercise: Presenting a full promotional campaign strategy • Facilitator and peer feedback • Course recap and personal action planning

Certification

Participants will receive a Certificate of Completion in Strategic Promotional Marketing, validating their skills in selecting, designing, and executing effective marketing promotional tools.

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