MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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CONTENT MARKETING, INBOUND MARKETING & DIGITAL MARKETING – SEO, SEM & SMM

""Attract, Engage, and Convert with Data-Driven Digital Strategies""

Schedule

Date	Venue	Fees
21 – 23 Jul 2026	Doha, Qatar	USD 2495 per delegate
23 – 25 Sep 2026	Dubai, UAE	USD 2495 per delegate
03 – 05 Nov 2026	Kuwait	USD 2495 per delegate

Introduction

In the digital era, content is not just king—it is the currency of engagement and trust. Effective content and inbound marketing, powered by SEO, SEM, and social media, are essential for brands seeking to attract audiences organically, convert prospects efficiently, and build long-term customer relationships.

This 3-day hands-on course delivers a complete toolkit for developing and executing integrated digital marketing strategies. Participants will learn to create engaging content, optimize visibility through SEO and SEM, leverage social media platforms, and measure performance using digital analytics.

Objectives

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

- Develop a full-funnel content and inbound marketing strategy
- Implement SEO techniques to improve organic search rankings
- Plan and execute effective paid campaigns using Google Ads (SEM)
- Use social media platforms strategically for engagement and brand visibility
- Measure and analyze digital campaign performance using key metrics

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Why Attend

- Drive more qualified traffic to your website and digital assets
- Convert visitors into leads and leads into customers using inbound funnels
- Optimize marketing spend across SEO, SEM, and SMM channels
- Enhance your digital presence and brand authority
- Gain hands-on experience with tools like Google Analytics, Ads, and SEMrush

Target Audience

This program is designed for:

- Marketing and Communications Professionals
- Content Creators and Brand Managers
- Digital Marketing Specialists and Coordinators
- Entrepreneurs and Small Business Owners
- Anyone looking to strengthen their online marketing skills

Individual Benefits

Key competencies that will be developed include:

- Content creation frameworks and editorial planning
- SEO and SEM campaign design and optimization
- Social media channel selection and content curation
- Inbound lead generation and email nurturing strategies
- Digital analytics and campaign performance evaluation

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Stronger brand presence and audience engagement online
- Improved lead generation and customer acquisition ROI
- More consistent content messaging across digital platforms
- Better alignment between digital marketing efforts and sales goals
- Enhanced competitiveness in search and social environments

Instructional Methodology

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

- Strategy Briefings – Core principles of content and digital marketing
- Case Studies – Examples of successful campaigns from global brands
- Workshops – Keyword research, ad creation, and content planning exercises
- Peer Exchange – Group discussions and content critique
- Tools – Templates for content calendars, SEO audits, and reporting dashboards

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Course Outline

DETAILED 3-DAY COURSE OUTLINE

Training Hours: 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: Content Marketing and Inbound Funnels

- Module 1: Introduction to Content and Inbound Marketing (07:30 – 09:30) • From interruption to attraction – the inbound methodology
- Module 2: Building a Content Strategy (09:45 – 11:15) • Buyer personas, content mapping, and funnel stages
- Module 3: Content Creation and Planning (11:30 – 01:00) • Editorial calendars, blog writing, and video content tips
- Module 4: Workshop – Content Calendar Design (02:00 – 03:30) • Participants build a 30-day inbound content calendar

Day 2: SEO and Search Engine Marketing (SEM)

- Module 5: Understanding Search Engines and Ranking Factors (07:30 – 09:30) • Google algorithms, on-page SEO, and backlinks
- Module 6: Keyword Research and Content Optimization (09:45 – 11:15) • Using tools like SEMrush, Ahrefs, and Google Keyword Planner
- Module 7: SEM Campaigns with Google Ads (11:30 – 01:00) • Bidding, ad groups, landing pages, and conversions
- Module 8: Workshop – SEO Audit and Google Ads Setup (02:00 – 03:30) • Practical audit of a website and mock ad campaign build

Day 3: Social Media and Analytics

- Module 9: Social Media Strategy and Platforms (07:30 – 09:30) • Choosing the right platform: LinkedIn, Instagram, Facebook, YouTube
- Module 10: Social Media Management and Advertising (09:45 – 11:15) • Organic content vs. paid social and targeting audiences
- Module 11: Measuring Digital Marketing Success (11:30 – 01:00) • Google Analytics, UTM tracking, CTR, CPA, and ROI
- Module 12: Final Workshop – Campaign Dashboard and Action Plan (02:00 – 03:30) • Creating a cross-channel campaign strategy and reporting framework

Certification

Participants will receive a Certificate of Completion in Content, Inbound & Digital Marketing, confirming their proficiency in developing and executing digital strategies that integrate SEO, SEM, SMM, and content marketing for business growth.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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