MAWA EVENTS

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

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MARKETING ESSENTIALS & CONTENTS STRATEGY

"Mastering Core Marketing Principles and Creating Impactful Content to Drive Business Growth"

Schedule

Date	Venue	Fees (Face-to-Face)
25 – 27 Nov 2026	Dubai, UAE	USD 2495 per delegate

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

Introduction

In today's fast-paced digital economy, successful marketing requires both a solid understanding of foundational principles and a creative, data-driven content strategy. Businesses must craft engaging messages that connect with target audiences across diverse platforms while aligning with core brand values and business goals.

This intensive 3-day course provides a practical and strategic framework for professionals looking to enhance their marketing capabilities. From understanding customer behavior to planning high-performing content, participants will gain hands-on skills to develop campaigns that build awareness, generate leads, and convert interest into action.

Objectives

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

- Understand the fundamentals of marketing and how they apply in modern contexts
- Develop customer-centric marketing strategies and value propositions
- Plan, create, and distribute effective content across multiple platforms
- Align content with business goals, buyer journeys, and brand voice
- Measure marketing and content performance using key metrics

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Why Attend

- Gain clarity on how to craft compelling and relevant marketing content
- Strengthen your understanding of market positioning and audience segmentation
- Learn how to integrate digital and content marketing into your business strategy
- Boost engagement, brand awareness, and conversion through effective storytelling
- Keep pace with marketing trends and technologies for modern audiences

Target Audience

This program is designed for:

- Marketing and communications professionals
- Content creators, digital marketers, and brand managers
- Social media strategists and campaign planners
- Small business owners and entrepreneurs
- Corporate communication and business development teams

Individual Benefits

Key competencies that will be developed include:

- Marketing strategy development and execution
- Customer segmentation and value proposition design
- Content creation for blogs, social media, websites, and email
- Storytelling techniques and audience engagement
- Use of marketing tools for planning and performance tracking

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- More consistent and effective brand messaging
- Higher engagement rates across digital and traditional platforms
- Improved lead generation and content ROI
- Stronger alignment between marketing output and business goals
- Increased ability to compete in content-driven marketplaces

Instructional Methodology

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

- Strategy Briefings – Core marketing principles and content planning frameworks
- Case Studies – Real examples of content campaigns that delivered results
- Workshops – Develop customer personas, editorial calendars, and content briefs
- Peer Exchange – Share marketing challenges and audience engagement tactics
- Tools – Marketing plan templates, buyer journey maps, and content performance dashboards

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Course Outline

Detailed 3-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: Marketing Strategy and Customer Understanding

- Module 1: Marketing Fundamentals and Business Relevance (07:30 – 09:30) • The role of marketing in growth and brand building
- Module 2: Target Market Segmentation and Positioning (09:45 – 11:15) • Customer profiling and strategic value propositions
- Module 3: Workshop – Creating a Marketing Plan Outline (11:30 – 01:00) • Develop a mini-plan for a product or service
- Module 4: Peer Exchange – Successful Marketing Strategies (02:00 – 03:30) • Group discussion of regional examples and insights

Day 2: Content Strategy Development

- Module 5: Understanding the Buyer Journey (07:30 – 09:30) • Stages of awareness, consideration, and decision
- Module 6: Building a Content Strategy Framework (09:45 – 11:15) • Content goals, topic planning, and brand voice
- Module 7: Workshop – Content Calendar & Campaign Plan (11:30 – 01:00) • Create an editorial calendar and content outline
- Module 8: Case Study – Multi-Platform Campaign Breakdown (02:00 – 03:30) • Evaluate a successful cross-channel marketing campaign

Day 3: Content Creation, Distribution, and Metrics

- Module 9: Writing for Engagement and Impact (07:30 – 09:30) • Crafting headlines, calls-to-action, and storytelling techniques
- Module 10: Distribution Channels and Promotion (09:45 – 11:15) • Social media, email, blogs, and paid promotions
- Module 11: Workshop – Performance Metrics and Optimization (11:30 – 01:00) • Identify KPIs and adjust content based on analytics
- Module 12: Wrap-Up, Feedback, and Certification (02:00 – 03:30) • Review, final Q&A, and certificate distribution

Certification

Participants will receive a Certificate of Completion in Marketing Essentials & Content Strategy, confirming their ability to plan, execute, and measure content-driven marketing initiatives aligned with strategic business goals.

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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