

CERTIFICATE IN DIGITAL MARKETING PROFESSIONAL

"Mastering Digital Strategy, SEO, Social Media, and Analytics for Business Growth"

Schedule

Date	Venue	Fees (Face-to-Face)
10 - 14 May 2026	Kuwait	USD 3495 per delegate

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

Introduction

Digital marketing is no longer optional—it's a core pillar of modern business strategy. Organizations that fail to adapt risk falling behind in customer engagement, lead generation, and competitive positioning. Whether you're in marketing, sales, or management, a strong understanding of digital channels is essential.

This immersive program equips professionals with the latest digital marketing skills—from SEO, paid media, and social media marketing to email campaigns, content creation, and data analytics. The course blends strategy with execution, ensuring participants can design, implement, and measure digital campaigns that drive real results.

Objectives

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

- Develop and execute integrated digital marketing strategies
- Apply SEO, SEM, and content marketing techniques effectively
- Use social media platforms to build brand presence and engage audiences
- Design and manage email and display ad campaigns
- Analyze campaign performance using Google Analytics and KPIs
- Align digital tactics with customer behavior and business goals

Why Attend

- Gain hands-on experience with digital tools, platforms, and performance data
- Understand what works across SEO, social media, content, and advertising
- Learn to optimize campaigns and maximize ROI through analytics
- Keep pace with evolving digital trends and platform algorithms
- Earn a certificate that validates your digital marketing expertise

Target Audience

This program is designed for:

- Marketing and Communication Professionals
- Sales and Business Development Executives
- Entrepreneurs and Startup Founders
- Brand Managers and Product Marketers
- Anyone seeking a structured foundation in digital marketing

Individual Benefits

Key competencies that will be developed include:

- Search engine optimization (SEO) and keyword research
- Designing effective digital campaigns and content calendars
- Managing Google Ads, Meta Ads, and email marketing
- Performance analysis using marketing dashboards
- Creating customer-centric online engagement strategies

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved visibility and traffic across digital channels
- More effective digital campaigns that align with strategic goals
- Better targeting and lead conversion through audience segmentation
- Increased engagement via social, email, and content platforms
- Data-driven decision-making and marketing agility

Instructional Methodology

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

- Strategy Briefings - Digital trends, tools, and strategic frameworks
- Case Studies - Campaign success and failure analysis
- Workshops - Hands-on exercises with live campaign simulations
- Peer Exchange - Collaborative planning and feedback sessions
- Tools - SEO tools, social dashboards, email platforms, analytics reports

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: Digital Marketing Strategy & Planning

- Module 1: Fundamentals of Digital Marketing (07:30 - 09:30) • Channels overview, trends, and customer journey mapping
- Module 2: Building a Digital Marketing Strategy (09:45 - 11:15) • Objectives, KPIs, personas, and planning frameworks
- Module 3: Content Marketing and Funnel Design (11:30 - 01:00) • Content types, creation, and calendar planning
- Module 4: Workshop - Craft a Digital Marketing Plan (02:00 - 03:30) • Participants build a campaign plan for a selected product/service

Day 2: Search Marketing and Website Optimization

- Module 5: SEO Techniques and Tools (07:30 - 09:30) • Keyword research, on-page/off-page SEO, Google algorithms
- Module 6: SEM and Paid Search Ads (09:45 - 11:15) • Google Ads setup, bidding models, ad copywriting
- Module 7: Website UX and Conversion Optimization (11:30 - 01:00) • Landing pages, CTAs, and mobile experience
- Module 8: Workshop - SEO Audit & Google Ads Campaign Setup (02:00 - 03:30) • Run a basic site audit and draft a paid search campaign

Day 3: Social Media and Online Advertising

- Module 9: Social Media Strategy and Content (07:30 - 09:30) • Facebook, LinkedIn, Instagram, X, TikTok for business
- Module 10: Paid Social Media Advertising (09:45 - 11:15) • Audience targeting, ad creatives, budget and A/B testing
- Module 11: Influencer Marketing and Community Engagement (11:30 - 01:00) • Working with creators and building brand advocates
- Module 12: Workshop - Design a Social Campaign (02:00 - 03:30) • Participants create a paid and organic strategy plan

Day 4: Email, CRM, and Campaign Integration

- Module 13: Email Marketing Strategy (07:30 - 09:30) • List segmentation, personalization, and automation
- Module 14: CRM Integration and Lead Nurturing (09:45 - 11:15) • Customer lifecycle, drip campaigns, and funnels
- Module 15: Omnichannel Campaign Planning (11:30 - 01:00) • Integrating ads, content, email, and social efforts
- Module 16: Workshop - Build a Customer Journey Map (02:00 - 03:30) • Map multichannel touchpoints and campaign assets

Day 5: Analytics, Tools, and Final Project

- Module 17: Digital Marketing Metrics and KPIs (07:30 - 09:30) • Clicks, impressions, CTR, conversions, bounce rate
- Module 18: Google Analytics and Dashboards (09:45 - 11:15) • Acquisition, behavior, and conversion reports
- Module 19: Final Case Study - Campaign Review (11:30 - 01:00) • Evaluate real-life campaign data and recommend actions
- Module 20: Final Workshop - Present Your Digital Campaign (02:00 - 03:30) • Teams present integrated plans and receive feedback

Certification

Participants will receive a Certificate of Completion in Digital Marketing Professional, validating their practical knowledge of digital strategy, campaign execution, and performance analysis across key marketing platforms and tools.

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