**MAWA EVENTS**

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

**Phone:** +601116373203 | **Email:** info@mawaevents.net

# DIGITAL MARKETING BEST PRACTICES

*“Unlock the Power of Digital Marketing to Drive Business Success\""*

## Schedule

| Date | Venue | Fees (Face-to-Face) |
|---|---|---|
| 09 – 10 Sep 2026 | Doha, Qatar | USD 1995 per delegate |

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

## Introduction

In an increasingly digital world, mastering digital marketing techniques is essential for business success. This course provides a comprehensive overview of the best practices in digital marketing, from search engine optimization (SEO) and content marketing to social media strategies and email campaigns.

Participants will gain practical knowledge on how to build and execute effective digital marketing strategies that drive traffic, engage audiences, and convert leads into loyal customers.

## Objectives

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

- Develop and implement a comprehensive digital marketing strategy.
- Use SEO techniques to improve website ranking and visibility.
- Design and execute effective social media marketing campaigns.
- Utilize email marketing to build customer relationships and drive sales.
- Measure and analyze the effectiveness of digital marketing campaigns using analytics tools.

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## Why Attend

- Learn the latest best practices in digital marketing from industry experts.
- Gain practical, hands-on experience with tools and techniques used in the digital marketing world.
- Enhance your ability to attract, engage, and convert customers online.
- Stay ahead of the competition by mastering SEO, social media, and email marketing.
- Understand how to track and measure the success of your campaigns.

## Target Audience

This program is designed for:

- Marketing professionals looking to stay current with digital marketing trends.
- Entrepreneurs and business owners seeking to improve their online presence.
- Digital marketing managers and content strategists.
- Social media managers and email marketing specialists.
- Anyone involved in creating or managing digital marketing campaigns.

## Individual Benefits

Key competencies that will be developed include:

- Proficiency in digital marketing strategies and techniques.
- Ability to leverage SEO, social media, and email marketing for business growth.
- Skills to analyze campaign performance and optimize marketing efforts.
- Expertise in using tools to enhance digital marketing efficiency.
- Enhanced creativity in developing engaging online content and strategies.

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Ability to create and implement effective digital marketing strategies.
- Improved engagement with target audiences through optimized content and campaigns.
- Increased website traffic and lead generation through SEO and social media efforts.
- Better tracking and reporting of digital marketing campaign performance.
- Enhanced ability to convert digital marketing efforts into measurable business results.

## Instructional Methodology

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

- Expert Presentations – Insights from digital marketing leaders and practitioners.
- Workshops – Hands-on practice in creating digital marketing strategies and campaigns.
- Case Studies – Learning from real-world examples of successful digital marketing campaigns.
- Peer Exchange – Discussions and group activities on the latest trends and challenges.
- Tools – Introduction to digital marketing tools for SEO, social media management, and analytics.

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## Course Outline

### Detailed 2-Day Course Outline

Training Hours: 9:00 AM – 4:00 PM Daily Format: 3–4 Learning Modules | Coffee Breaks: 10:30 & 12:30 | Lunch Buffet: 01:00 – 02:00

### Day 1: Foundations of Digital Marketing

- Module 1: Introduction to Digital Marketing Best Practices
- Module 2: SEO Strategies for Improving Website Visibility
- Module 3: Social Media Marketing Best Practices
- Module 4: Content Marketing: Creating Content that Converts

### Day 2: Campaigns, Analytics, and Optimization

- Module 1: Email Marketing: Building Relationships with Customers
- Module 2: Measuring Digital Marketing Success: Tools and Analytics
- Module 3: Creating Data-Driven Digital Marketing Strategies
- Module 4: Optimizing Campaigns for Maximum Impact

## Certification

Participants will receive a Certificate of Completion in Digital Marketing Best Practices, validating their expertise in current digital marketing strategies and best practices for driving online business success.

## 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**<br>Interested in running this course for your team?<br>Please contact us: | TEL:<br>**+601116373203** | EMAIL:<br>**info@mawaevents.net** |
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