MAWA EVENTS

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DIGITAL & SOCIAL MEDIA MARKETING

"Build Your Brand, Boost Engagement, and Drive Conversions in the Digital Era."

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

In today's digital-first world, a strong online presence is essential for every business that wants to connect, engage, and grow. Digital & Social Media Marketing equips professionals with the strategies, tools, and insights to harness the power of digital platforms for maximum business impact.

This comprehensive, hands-on course covers all major areas of digital marketing — from search engine optimization (SEO) and pay-per-click advertising (PPC) to content marketing, social media strategy, email campaigns, analytics, and more. Participants will learn to create integrated digital marketing campaigns that attract the right audience, increase conversions, and strengthen brand loyalty.

Through real-life case studies and practical exercises, this course transforms marketing theory into actionable strategies that deliver measurable results.

Objectives

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

- Understand the core principles of digital and social media marketing.
- Develop effective digital marketing strategies aligned with business goals.
- Leverage SEO and SEM to enhance online visibility.
- Plan and manage paid campaigns on Google Ads, Facebook, Instagram, and LinkedIn.
- Create engaging content for multiple social platforms.
- Use analytics tools to measure performance and ROI.
- Apply storytelling and branding techniques for online audiences.
- Build, monitor, and optimize marketing funnels for better conversions.

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Why Attend

The digital world evolves daily — and businesses that fail to adapt fall behind. This course helps professionals stay ahead by mastering the most current marketing tools, techniques, and trends. Whether you're managing your company's digital presence, building a personal brand, or running online campaigns, this program will give you the skills to create impact, generate leads, and grow revenue in the ever-changing online landscape.

Target Audience

This course is designed for:

- Marketing and Sales Professionals
- Social Media Managers and Coordinators
- Entrepreneurs and Business Owners
- Digital Marketing Specialists
- Brand Managers and Content Creators
- PR and Communications Professionals
- Anyone interested in building a strong online presence

Individual Benefits

- Gain practical skills in managing and growing digital platforms.
- Learn to create campaigns that convert followers into customers.
- Understand how to analyze performance metrics for data-driven decisions.
- Master digital tools such as Google Ads, Meta Ads Manager, and analytics dashboards.
- Enhance your personal or business brand visibility online.
- Stay up-to-date with the latest digital marketing trends and best practices.

Organizational Benefits

- Increased brand awareness and audience engagement.
- Improved lead generation and customer conversion rates.
- Enhanced online reputation and visibility.
- Stronger customer loyalty through targeted content strategies.
- Data-driven marketing decisions to maximize ROI.
- Empowered in-house marketing team with up-to-date digital expertise.

Instructional Methodology

The program combines theory with hands-on application through:

- Interactive Lectures and demonstrations of marketing tools.
- Live Campaign Simulations on real digital platforms.
- Group Projects for strategy building and execution.
- Case Studies from successful global brands.
- Workshops on SEO, PPC, and Social Media Management.
- Performance Reviews with expert feedback and guidance.

This immersive approach ensures participants not only learn but apply strategies in real time.

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Course Outline

Module 1: Introduction to Digital Marketing Ecosystem

Module 2: Developing a Digital Strategy Aligned with Business Goals

Module 3: Search Engine Optimization (SEO) and Search Engine Marketing (SEM)

Module 4: Social Media Marketing — Platforms, Tools, and Trends

Module 5: Content Creation, Branding, and Storytelling

Module 6: Paid Advertising — Google Ads, Meta Ads, LinkedIn Ads

Module 7: Email Marketing and Automation

Module 8: Analytics and Performance Measurement (Google Analytics, Insights)

Module 9: Influencer and Video Marketing Strategies

Module 10: Capstone Project — Build and Present a Complete Digital Marketing Plan

Certification

Upon successful completion, participants will receive a Certificate of Achievement in Digital & Social Media Marketing, confirming their ability to plan, execute, and manage high-impact digital marketing campaigns across multiple platforms.

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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