



Sales, Marketing and Customer Service

Digital Media Planning and Marketing Communications V1

Course Introduction

A business focuses on driving sales into the company and generate higher profits. One of the essential factors in achieving this goal is an effective marketing communications strategy that successfully calls consumer attention and entices them to reach out to the organization's product or services.

Marketing communications

This training course is designed to provide participants with the latest concept about marketing communications and media planning. This course will allow participants to explore different strategies in launching a marketing campaign and take advantage of the current social media platforms for marketing and media events.

Target Audience

- Sales Executives
- Business Development Executives
- Sales / Marketing Managers
- Account Managers / Relationship Managers
- Sales Directors
- Teachers / Trainers
- Leaders
- Students
- Head of Department
- Art Directors
- HR professional
- Career shifters
- Business Owners / Entrepreneurs
- Social Media Specialist
- SEO Specialist
- Customer Service Officers

Learning Objectives

At the end of the training course, participants will be able to

- Gain a comprehensive understanding of the field of marketing communication and the characteristics of successful online and offline marketing campaigns.
- Understand the principles of Integrated Marketing Communication (IMC) and apply these principles to ensure messages are delivered effectively by the company to the target client or audience.
- Identify and utilize various social media vehicles and tactics to maximize the marketing campaign return on investment.
- Improve the visibility of brand or company image through well-planned marketing event concepts and strategies.
- Apply planning strategies essential to manage special marketing communications issues and create successful solutions.

Course Outline

• 01 Day One

The role of promotion and the marketing mix

- An overview of the marketing mix
- The role of promotion in marketing
- The elements of the promotion mix
- Advertising
- Personal selling
- Public relations
- Sales promotion
- Promotion mix strategies across the Product Life Cycle (PLC)

• 02 Day Two

Event management: creating a company or brand exposure

- Creating an event concept
- Key elements of event design

- Event planning and execution
- Aligning event elements with company or brand identity
- Creating an event check-list

• 03 Day Three

Launching an advertising campaign

- Marketing communications objectives
- Characteristics of a successful campaign
- Steps in creating an advertising campaign
- A typical IMC plan template
- Situational analysis
- SWOT analysis
- Marketing communications objectives
- Marketing communications message objectives Marketing communications strategies
- Marketing communications mix
- Marketing communications budget
- Marketing communications media scheduling
- Marketing communication implementation, monitoring and control
- The role of the advertising agency
- Typical full-service agency organization
- What to ask from the advertising agency
- Launching a full MARCOM campaign

• 04 Day Four

The framework of promotional campaigns

- Assessing the brand's strengths and weaknesses
- Identifying a clear positioning
- Identifying the target market
- Selecting a consistent message
- Evaluating different creative briefs
- Agreeing on the final strategic copy

• 05 Day Five

Digital marketing campaign strategies

- Traditional versus digital marketing
- Some digital marketing tools
- Facebook
- Twitter

- LinkedIn
- Google plus
- Email marketing
- Mobile marketing
- Pay per click marketing
- Preparing and managing a digital marketing campaign
- Website analytics: measuring the effectiveness of digital marketing

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 28, 2025	May 2, 2025	5 days	4250.00 \$	UAE - Dubai
June 22, 2025	June 26, 2025	5 days	2150.00 \$	Virtual - Online
July 28, 2025	Aug. 1, 2025	5 days	4950.00 \$	Netherlands - Amsterdam
Oct. 27, 2025	Oct. 31, 2025	5 days	4250.00 \$	UAE - Abu Dhabi