



Sales, Marketing and Customer Service

Advanced Social Media & Digital Marketing Mastery

Course Introduction

This intensive five-day masterclass equips professionals with advanced skills and strategies to excel in the rapidly evolving digital marketing landscape. By integrating cutting-edge social media techniques with AI-powered tools, participants will learn to create high-impact marketing campaigns that effectively engage their target audiences. The program emphasizes real-world applications, hands-on exercises, and the latest trends in digital and AI-driven marketing, ensuring practical and actionable learning outcomes.

Target Audience

Who is this course for, and can benefit the most

- **Marketing Professionals:** Social media managers, digital marketing specialists, and content strategists seeking to elevate their skills.
- **Business Leaders and Entrepreneurs:** Individuals aiming to enhance their brand's online presence and marketing ROI.
- **AI Enthusiasts in Marketing:** Professionals keen on leveraging AI for smarter, data-driven decision-making.
- **Sector-Specific Professionals:** Particularly those in sustainable industries like water solutions, who want to adopt digital marketing best practices tailored to their field.

Learning Objectives

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

- Develop advanced social media strategies aligned with organizational goals.
- Utilize AI tools to optimize content creation, campaign management, and analytics.
- Design and execute high-impact advertising campaigns on various digital platforms.

- Integrate social media efforts with broader digital marketing initiatives like SEO and PPC.
- Leverage emerging technologies, including influencer marketing and AI innovations, to enhance brand visibility and engagement.

Course Outline

• 01 Day one

Advanced Social Media Strategy Development

Understanding Social Media Trends

- Key developments in 2024 social media strategies.
- Aligning platforms with business goals.

Content Creation Excellence

- Storytelling for engagement.
- Using AI tools for planning and content generation.

Workshop: Developing a social media strategy tailored to participants' industry.

• 02 Day Two

Social Media Advertising & Analytics

Maximizing ROI in Paid Campaigns

- Advanced ad targeting and budgeting strategies.
- High-performing ad copy and visuals.

Performance Analytics

- AI-driven tools for campaign tracking and reporting.
- Key performance indicators (KPIs) for social campaigns.

Practical Session: Creating a data-backed ad campaign.

• 03 Day Three

Integration of Digital Marketing Channels

Omnichannel Marketing Strategies

- Aligning social media with email, SEO, and PPC efforts.
- Case studies of effective integrations.

Search Engine Optimization (SEO)

- AI-driven tools for keyword research.
- Optimizing social media content for SEO benefits.

Workshop: SEO campaign simulation and analysis.

• 04 Day Four

Influencer Marketing & Engagement

Influencer Marketing Fundamentals

- Identifying the right influencers for your industry.
- Building long-term influencer relationships.

Social Listening Tools

- Monitoring online conversations for brand sentiment.
- Engaging with audiences effectively.

Case Studies: Successful influencer partnerships.

• 05 Day Five

AI Innovations and Emerging Marketing Trends

AI in Marketing

- Tools like ChatGPT, SEMrush AI, and others.
- Automating repetitive marketing tasks.

Emerging Technologies

- AR/VR marketing strategies.
- Preparing for voice search and future trends.

Workshop: Crafting an AI-powered marketing campaign.

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 28, 2025	May 2, 2025	5 days	4250.00 \$	UAE - Dubai
Sept. 22, 2025	Sept. 26, 2025	5 days	4250.00 \$	UAE - Dubai
Dec. 29, 2025	Jan. 2, 2026	5 days	4250.00 \$	UAE - Dubai