XCELERATE TRAINING INSTITUTE

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SALES AND MARKETING

Digital and Social Media Marketing Training Course

Building Brands, Generating Leads and Measuring Results Online

DURATION	LANGUAGE	FORMAT	COURSE CODE
5 days	English or Arabic	Classroom / Online	TTC-116

Upcoming dates

Dates	Venue	Format	Fee
18 – 22 Jan 2027	Madrid	Classroom	€4,800
22 – 26 Mar 2027	Manama	Classroom	€3,800
3 – 7 May 2027	Paris	Classroom	€4,800
12 – 16 Jul 2027	Singapore	Classroom	€5,500
20 – 24 Sep 2027	Amman	Classroom	€3,800
22 – 26 Nov 2027	Amsterdam	Classroom	€4,800

Register or ask a question

Online: x8ti.com/course/digital-and-social-media-marketing-training-course/

+491631686678 · info@x8ti.com

Digital and Social Media Marketing Training Course

Introduction

Customers in the Gulf are among the most active digital and social media users in the world. Organisations that plan digital marketing strategically can reach the right audiences, generate leads and measure results precisely.

This course covers digital marketing strategy, websites and SEO, content marketing, social media platforms, paid advertising, email marketing, AI tools for marketers and analytics, with practical exercises for business-to-business and business-to-consumer marketing.

Learning Objectives

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

- Build a digital marketing strategy aligned with business goals
- Optimise websites and content for search engines
- Plan content and social media campaigns
- Run and optimise paid advertising campaigns
- Use email marketing and marketing automation
- Measure performance with analytics and use AI tools effectively

Training Methodology

This course combines short expert presentations with practical exercises, case studies from the Gulf and international organisations, group discussions and work with real templates and tools. Participants are encouraged to bring examples from their own work so that the learning can be applied immediately.

Participants build a digital marketing plan and campaign for a real or case organisation.

Benefits for Your Organisation

- More qualified leads and customers
- Stronger brand presence online
- Better return on marketing spend
- Data-driven marketing decisions
- A team skilled in current digital tools

Benefits for You

- Practical digital marketing skills
- Campaign planning templates
- Knowledge of AI marketing tools
- Analytics skills
- Strong career prospects in marketing

Who Should Attend

This course is designed for:

- Marketing managers and executives
- Communication and PR professionals
- Business owners and entrepreneurs
- Sales and business development staff
- Social media and content specialists

Course Outline

Day 1: Digital Marketing Strategy

- The digital landscape in the Gulf
- Customer personas and journeys
- Setting objectives and KPIs
- Channel mix
- Budgeting

Day 2: Website, SEO and Content

- Website conversion basics
- Search engine optimisation
- Content marketing strategy
- Writing for digital channels
- AI tools for content creation

Day 3: Social Media

- Choosing platforms
- Content planning and calendars
- Community management
- Influencer marketing
- B2B social media and LinkedIn

Day 4: Paid Advertising and Email

- Search and social advertising
- Targeting and budgeting
- Landing pages and lead generation
- Email marketing and automation
- Testing and optimisation

Day 5: Analytics and Planning

- Web and social analytics
- Attribution and reporting
- Dashboards for marketing
- Privacy and consent rules

- Your digital marketing plan

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Registration Form

Digital and Social Media Marketing Training Course

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

Call
+491631686678

Email this form
info@x8ti.com

Register online
Open the course page