Elevora
Global Training

COURSE BROCHURE

Digital Marketing and Social Media Strategy

Communication & Personal Effectiveness

Rising demand 2027

Code	Duration	Formats	Language	Certificate
CS-107	**5 or 10 days**	**Classroom, live online, in-house, blended**	**English or Arabic**	**Certificate of completion**

A practical communication and personal effectiveness course covering digital marketing channels, social media strategy and content planning. Run as a 5-day core or 10-day extended programme, in 16 cities, live online or in-house, and fully customisable for your team.

About this course

Digital Marketing and Social Media Strategy gives delegates a structured, practical understanding of digital marketing channels and social media strategy, then builds the skills to apply content planning, paid advertising and analytics and optimisation in real work. Sessions are led by practitioners with at least 15 years in the field.

What you will learn

- Digital marketing channels
- Social media strategy
- Content planning
- Paid advertising
- Analytics and optimisation

Who should attend

Professionals in any role who want to communicate, serve customers and work more effectively.

5-day course outline

Day 1	**Digital marketing channels**	Concepts, standards and terminology, with a diagnostic exercise to baseline the group.
Day 2	**Social media strategy**	Methods and tools explained step by step, with worked examples from real operations.
Day 3	**Content planning**	Hands-on practice in small groups using realistic data, cases and templates.
Day 4	**Paid advertising**	Case studies of successes and failures, and how to apply the lessons in your organisation.
Day 5	**Analytics and optimisation**	Integration exercise, final knowledge check and a personal action plan.

10-day extended programme

Includes the full 5-day outline, plus a second week of applied work:

Day 6	**Applied workshop: Digital marketing channels** — Deeper practice with your own data or site examples.
Day 7	**Applied workshop: Social media strategy and content planning** — Group exercises that combine methods from week one.
Day 8	**Field case study: Paid advertising** — A detailed industry case worked through from start to finish.
Day 9	**Advanced practice: Analytics and optimisation** — Tools, templates and checklists to take back to work.
Day 10	**Assessed project and presentation** — Each delegate presents an improvement plan and completes the final assessment.

Upcoming classroom dates

More dates, cities and live online sessions on request.

Dates	City	Length	Fee per delegate
9 Nov 2026 to 13 Nov 2026	London	5 days	**$3,450**
7 Dec 2026 to 18 Dec 2026	Istanbul	10 days	**$4,450**
11 Jan 2027 to 22 Jan 2027	Kuala Lumpur	10 days	**$4,450**
15 Feb 2027 to 19 Feb 2027	London	5 days	**$3,450**
8 Mar 2027 to 19 Mar 2027	London	10 days	**$6,250**

Fees per delegate (2026 to 2027)

Format	5 days	10 days
Classroom: Dubai, Istanbul, Cairo, Kuala Lumpur	**$2,450**	**$4,450**
Classroom: London, Europe, Singapore	**$3,450**	**$6,250**
Live online	**$1,450**	**$2,650**
In-house, group of up to 15	**From $12,900**	**From $23,500**

Classroom fees include tuition, materials, lunch and refreshments, and a certificate. 10% group saving for 3 delegates, 15% for 5 or more.

Tailored to your team

Change the level, language, length (1 to 20 days) and format, add topics from other courses or entirely new topics, and include your own case studies, site visits or exam preparation. Build it online for an instant indicative fee.

Register or request an in-house proposal

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