

# TRAINING 1: "BRAND POWER & DIGITAL DOMINATION: MASTERING MODERN MARKETING"

## 1. Training Objectives:

01



Develop a strong, recognizable brand that stands out in a crowded market.

02



Master digital marketing channels, including content, social media, and paid advertising.

03



Learn how to create persuasive marketing campaigns that drive engagement and sales.

04



Build an effective marketing funnel to attract, nurture, and convert leads.

05



Understand the psychology behind consumer behavior and brand loyalty.

## 2. Who Needs to Attend?

01



Marketing professionals looking to refine their strategy.

02



Entrepreneurs and business owners who want to scale their brand.

03



Sales and business development leaders aiming to align marketing efforts with revenue growth.

04



Content creators and digital marketers seeking advanced techniques.

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## 3. Expected Outcomes:

By the end of this training, participants will:

Have a clear and actionable marketing strategy tailored to their brand.



Be able to craft compelling brand messaging and storytelling techniques.



Confidently execute digital marketing campaigns across multiple platforms.



Improve engagement, conversions, and customer retention.



Gain a competitive edge with modern marketing insights and trends.



## 4 Training Calendar :

Day  
01



Branding & Market Positioning  
Fundamentals

Day  
02



Content Marketing, Social Media,  
and Storytelling

Day  
03



Digital Advertising, SEO & Lead  
Generation

Day  
04



Conversion Strategies & Sales  
Funnel Optimization

Day  
05



Campaign Execution &  
Performance Analysis