

Workshops & Training Courses
for marketing, brand and social media teams





Workshops & Training Courses

I am available for both quick workshops that last a day or less, or a series of workshops over a number of days that cover a much broader topic.

The next few slides provide details about the various workshops I offer.



Brand Workshops

These workshops help your team take your brand to the next level and beyond.

Complete Brand Strategy

You will learn how to conceptualize and create a well-defined and executed brand strategy that affects all aspects of your business and is directly connected to consumer needs, emotions, and competitive environments.

Who it's for:

- Marketing team
- Brand team

What you'll learn:

- Understanding brand vs product
- Creating a brand strategy from scratch
- Brand voice, brand essence & the value proposition
- Understanding visual identities
- Standing out within your industry
- Executing the brand strategy

Course details:

- For up to 10 people at a time
- Includes quizzes and workshops
- Full day session (6-8 hours)
- Bonus material including tips and tricks on branding

Building Brand Consistency

How to keep your brand messaging in line with the brand identity, values, and strategy over time? With this workshop, you can be sure that your target audience is being exposed to consistent core messages, visual branding, and other brand elements repeatedly.

Who it's for:

- Marketing team
- Brand team
- Senior management

What you'll learn:

- Evaluating the current brand
- Streamlining consistent content creation
- Activating brand presence
- Monitoring & measuring brand activity

Course details:

- For up to 15 people at a time
- Includes workshop activities
- 3 hours

Make Your Brand Be Loved!

How to build a unique and memorable brand that stands out to consumers, not blends in with your competitor.

Who it's for:

- Marketing team
- Brand team
- Senior management

What you'll learn:

- Homogeny: why so many brands look the same
- The basics of branding
- Emotional branding through storytelling
- Making your brand relevant
- Creating a personality for your brand
- Staying consistent in your voice

Course details:

- For up to 10 people at a time
- Includes workshop activities
- 4 hours



Marketing Workshops

Workshops created to help the modern marketing team to excel at their jobs.

Understanding Marketing Strategy

Every company needs a good marketing strategy that's well planned and has well defined milestones and objectives. Once you have the right map, the chances you'll reach the goals you've set to your business, are much higher.

Who it's for:

- Marketing team
- Marketing Manager
- Senior Management

What you'll learn:

- What is marketing strategy?
- Strategies vs Tactics
- Importance of marketing strategy?
- Identifying customer pain points and expectations
- Identifying market trends and competition
- Identifying your target audience
- Defining your marketing channels

Course details:

- For up to 10 people at a time
- Includes quizzes and workshops
- Full day session (6-8 hours)
- Bonus material including tips and tricks on marketing

Basics of Digital Marketing

Master the fundamentals of digital marketing and learn how to grow your business online. Learn how to leverage the power of digital marketing by understanding the basics, taking a closer look at digital marketing channels, and learning how to implement a digital marketing strategy.

Who it's for:

- Marketing team
- Marketing Manager
- Senior Management

What you'll learn:

- What digital marketing is and why it's important.
- Digital marketing channels and tactics.
- Implementing a digital marketing strategy for your business.

Course details:

- For up to 15 people at a time
- Includes workshop activities
- 4 hours

Digital Advertising 101

You'll learn everything you need to create a customer-centric digital advertising strategy, including journey-based advertising, bidding and targeting strategies, paid search, social media advertising, programmatic, reporting, and more.

Who it's for:

- Marketing team
- Marketing Manager
- Social media team
- Digital media team

What you'll learn:

- Advertise at every stage of the buyer's journey
- Create digital advertising campaigns that convert
- Evaluate the performance of your digital advertising strategy

Course details:

- For up to 15 people at a time
- Includes workshop activities
- 4 hours

Understanding Programmatic Advertising

Learn how programmatic advertising works, the types of programmatic media buying, understand the programmatic advertising channels, and be introduced to the ad platforms.

Who it's for:

- Marketing team
- Marketing Manager
- Digital media team

What you'll learn:

- Understand how programmatic advertising works.
- Know the difference between programmatic advertising platforms.
- Learn about the different programmatic advertising channels.

Course details:

- For up to 15 people at a time
- Includes workshop activities
- 3 hours

Creating Effective Marketing Campaigns

If you're new to developing marketing campaigns, or simply want to learn how to make them more effective, this workshop will help you through the steps to excel at marketing campaigns.

Who it's for:

- Marketing team
- Marketing Manager

What you'll learn:

- What is a marketing campaign?
- Marketing campaign: Strategy vs. plan
- Structuring your marketing campaign strategy
- Preparing your marketing campaign plan
- Supporting your marketing campaign

Course details:

- For up to 10 people at a time
- Includes workshop activities
- 3 hours



Social Media Workshops

These workshops allow your team to explore a wider array of social media opportunities.

Complete Content Marketing

Want to be a content marketer and understand how it's done in the real world? This course is for you, then!

Who it's for:

- Marketing team
- Social media team
- Content creators

What you'll learn:

- Understanding content marketing
- The power of storytelling
- Learn a content creation framework for producing effective content on a consistent basis
- Create and repurpose content that both humans and search engines will love
- Become a stronger, leaner, and more strategic content marketer

Course details:

- For up to 10 people at a time
- Includes quizzes and workshops
- Full day session (6-8 hours)
- Bonus material including tips and tricks on social media marketing

Understanding Content Strategy

Tell your business's story in a way that attracts, engages and delights your audience through each stage of the buyer's journey. All of which you'll learn how to do in this course.

Who it's for:

- Marketing team
- Social media team
- Content creators

What you'll learn:

- What is a content strategy
- Planning a long term strategy
- Topic clusters and pillars
- How (and when) to promote content
- Measuring and analyzing your content
- Developing a growth marketing mentality

Course details:

- For up to 15 people at a time
- Includes workshop activities
- 4 hours

Social Media Advertising

Digital advertising has come a long way from when it used to be intrusive and annoying. Today's digital advertising gives you the opportunity to put the right content in front of the right people at a specific point in their buying journey and inspiring them to take the next step. Learn the basics of developing a digital advertising strategy in this workshop.

Who it's for:

- Marketing team
- Social media team

What you'll learn:

- Advantages of social media advertising
- Exploring the many platforms
- How to create remarkable digital ads

Course details:

- For up to 15 people at a time
- Includes workshop activities
- 2 hours

All About: Facebook Marketing

This workshop is meant for marketers looking for actionable and impactful ways to use and optimize paid and organic efforts on Facebook to grow their business.

Who it's for:

- Marketing team
- Social media team

What you'll learn:

- What it takes to craft a stellar Facebook organic and paid marketing strategy.
- Grow your organic Facebook reach
-]Understanding metrics and how you can use them to change your strategies

Course details:

- For up to 15 people at a time
- Includes workshop activities
- 4 hours

All About: Instagram Marketing

It's easy enough to use Instagram, but harder to use it successfully. Learn how to put together an Instagram marketing strategy that will make a real difference for your business.

Who it's for:

- Marketing team
- Social media team

What you'll learn:

- How to build and implement a successful IG marketing strategy
- Harness the power of IG to grow your business
- How to set your IG ads strategy up for success.
- Develop successful Instagram ads both on Facebook and on the Instagram mobile app

Course details:

- For up to 15 people at a time
- Includes workshop activities
- 4 hours

All About: LinkedIn Marketing

After taking this course, you will be able to understand the aspects and benefits of LinkedIn to develop a presence on the platform, drive business growth, and connect with leads, customers, and prospective employees.

Who it's for:

- Marketing team
- Social media team
- HR Team

What you'll learn:

- Getting to know LinkedIn
- Why it's good for business
- How to get started with LinkedIn marketing
- How to make it work for you
- Build the foundation needed to drive a successful LinkedIn Ad campaign
- Understand all the components to a LinkedIn Ad
- Create and analyze your LinkedIn Ad campaign

Course details:

- For up to 15 people at a time
- Includes workshop activities
- 4 hours

All About: Influencer/KOL Campaigns

Learn how to create entire campaigns built around influencers, rather than small one-off projects. The workshop goes through how audiences react to influencers' own organic content and how brands can alleviate that.

Who it's for:

- Marketing team
- Social media team

What you'll learn:

- What is influencer marketing
- What influencer marketing is not!
- The rise of influencer marketing
- What works, and what doesn't
- Insights & Case Study

Course details:

- For up to 15 people at a time
- Includes workshop activities
- 4 hours



Advanced Workshops

These workshops are designed for the advanced marketer or marketing teams, who're ready to take on new challenges.

Understanding Target Audiences

Target audiences aren't just about basic demographics like age, gender and location. This workshop helps you understand and zero in on who your real audience is, and how it's different from your customer.

Who it's for:

- Marketing team
- Marketing manager
- Social media team
- Digital team
- Senior management

What you'll learn:

- Target market vs target audience
- What marketers get wrong about audiences
- Understanding audience behavior
- The role of market segmentation
- Debunking the "My Target Audience Is Everyone" Myth
- Audience analysis
- The magic of clustering

Course details:

- For up to 10 people at a time
- Includes quizzes and workshops
- Full day session (6-8 hours)

Understanding Business Analytics

It's impossible for organizations to come to conclusions without the use of accurate and organized data. In this workshop,, you will learn the fundamentals of business analytics, manage and visualize your data, and align your teams around data to make better business decisions.

Who it's for:

- Marketing team
- Marketing manager
- Senior management

What you'll learn:

- Understand and solve business problems with data-driven decision making.
- Use storytelling to prove a case with data.
- Collect and manage meaningful business data.

Course details:

- For up to 15 people at a time
- Includes workshop activities
- 4 hours

What is Tribal Marketing

The emergence of tribal communities has got the marketing world in a spin. But what exactly is tribal marketing, and how does it apply to the brands and customers of today?

Who it's for:

- Marketing team
- Marketing Manager

What you'll learn:

- What is a tribal marketing?
- Understanding "tribes" and "communities"
- Audience segmentation in tribal marketing
- Why it's important
- Examples of brands using tribal marketing

Course details:

- For up to 15 people at a time
- Includes workshop activities
- 3 hours

Basics of Marketing Psychology

One key part of being a great marketer is understanding how (and why) people think and act the way they do. This workshop helps you look at your marketing activities through a psychological lens, so you can be a better marketer.

Who it's for:

- Marketing team
- Marketing Manager
- Senior Management

What you'll learn:

- What's a "Fanocracy"?
- How to build one?
- Fanocracy & Psychology
- Understanding Basic Human Needs
- Key Principles of Human Behavior
- The Baader-Meinhof Phenomenon

Course details:

- For up to 10 people at a time
- 3 hours

Real World Guide to Working with an Agency

Even if you're just starting up as a business, you have to face the reality of working with a marketing agency down the road. This workshop presents the realities, as well as the pros and cons of taking on a partnership with a specialized marketing agency.

Who it's for:

- Marketing team
- Marketing Manager
- Senior Management

What you'll learn:

- Understanding the client/agency relationship
- What's working well (or not!) with agencies and freelancers?
- When you should (or shouldn't) outsource marketing
- Why should you hire an agency?
- Steps on hiring an agency
- Understanding terminology

Course details:

- For up to 15 people at a time
- Includes workshop activities
- 3 hours

The Key to Sustainable Business Growth

In this workshop you'll learn how you can accelerate your business growth, while we discover strategies that place your customers at the center of your business.

Who it's for:

- Marketing team
- Marketing Manager
- Senior Management

What you'll learn:

- What is the customer funnel model
- Extrapolating the modern buyer's journey
- Planning for the customer's mindset
- Story alignment
- Attracting an audience
- Nurturing a user base
- Turning audiences into customers

Course details:

- For up to 15 people at a time
- Includes workshop activities
- 4 hours



Bespoke Workshops

Workshops tailor-made for your specific brand or company and for your teams.

Bespoke Workshop

Workshops/Training courses customized for you

Have a specific topic within the scope of marketing, branding, social media or advertising that you would like a workshop on? I can create a custom-made workshop that touches on your marketing teams' pain-points and help them resolve the issue themselves.

About me



I have over 18 years of experience working in marketing and advertising, and 10+ years of experience as a mentor and speaker.

I am currently based in Cambodia and I focus on driving growth to brands from the inside out, by creating custom-made workshops for their marketing, brand and social media teams.

I've worked alongside some of the best startup hubs & incubators in Dubai, Jeddah and Cairo, as well as with Angkor 500 in Phnom Penh.

Previous Speaking Engagements

دبي للمشاريع الناشئة
DUBAI STARTUP HUB
AN INITIATIVE OF DUBAI CHAMBER OF COMMERCE & INDUSTRY

SOCIAL MEDIA WEEK
A PROPERTY OF
ADWEEK

Startup
Haus
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