Garnet
Garnet Global Training Center

GGT-MK-126

Marketing, Sales & Communication

Influencer Marketing

التسويق عبر المؤثرين

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

Influencer Marketing turns established good practice into step-by-step methods that participants rehearse in exercises and then apply at work. Win and keep customers with sharper strategy, selling and communication. Choose 5 or 10 days, classroom or live online, English or Arabic; organisations can also run it in-house and adapt the examples to their own work.

What you will be able to do

- Apply the methods and standards of Influencer Marketing to real tasks.
- Diagnose common problems and identify root causes.
- Interpret data and results correctly and act on them.
- Follow safe, compliant and documented work practices.
- Avoid the mistakes that most often cause rework or failure.

Who should attend

Marketing and sales teams, account managers, PR and communication specialists. Practitioners with one to five years of experience benefit most.

Key topics

- Customer insight and segmentation
- Brand and positioning
- Digital channels and content
- Sales process and negotiation
- Measurement and ROI
- Media and stakeholder communication

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

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Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Influencer Marketing: principles and standards
- Customer insight and segmentation
- Measurement and reporting

Day 2 Methods and tools in practice
- Brand and positioning
- Digital channels and content

Day 3 Diagnosis and problem solving
- Sales process and negotiation
- Hands-on workshop on a workplace challenge

Day 4 Quality, safety and documentation
- Measurement and ROI
- Common mistakes and how to avoid them

Day 5 Workshop, assessment and action plan
- Media and stakeholder communication
- Regional and international case studies

10-day outline

Day 1 Influencer Marketing: principles and standards
- Customer insight and segmentation
- Measurement and reporting

Day 2 Methods and tools in practice
- Brand and positioning
- Digital channels and content

Day 3 Diagnosis and problem solving
- Sales process and negotiation
- Hands-on workshop on a workplace challenge

Day 4 Quality, safety and documentation
- Measurement and ROI
- Common mistakes and how to avoid them

Day 5 Workshop, assessment and action plan
- Media and stakeholder communication
- Regional and international case studies

Day 6 Advanced techniques and specialist practice
- Complex cases in depth
- Checklists and templates to take away

Day 7 Digital tools, data and automation
- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice
- Global performance benchmarks
- Group discussion and peer review

Day 9 Capstone project
- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates
- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
5–9 Apr 2027	5-day classroom	London	English	4,750
11–22 Jul 2027	10-day classroom	Riyadh	English	8,950
20–24 Sep 2027	5-day classroom	Dubai	English	4,750
11–15 Oct 2027	5-day online	Live online	English	2,950
21 Feb – 3 Mar 2028	10-day classroom	Vienna	English	8,950
2–6 Apr 2028	5-day classroom	Manama	Arabic	4,750
14–18 Aug 2028	5-day classroom	Amsterdam	English	4,750
16–27 Oct 2028	10-day online	Live online	English	5,450
18 Feb – 1 Mar 2029	10-day classroom	Jeddah	English	8,950
9–13 Apr 2029	5-day classroom	Dubai	English	4,750

Dates	Format	City	Language	Fee (USD)
21–25 May 2029	5-day classroom	Barcelona	English	4,750
2–6 Jul 2029	5-day online	Live online	English	2,950
20–24 Jan 2030	5-day classroom	Amman	Arabic	4,750
4–15 Mar 2030	10-day online	Live online	English	5,450
14–18 Apr 2030	5-day classroom	Riyadh	English	4,750
2–13 Dec 2030	10-day classroom	Geneva	English	8,950

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/