Garnet
Garnet Global Training Center

GGT-MK-103

Marketing, Sales & Communication

SEO, SEM & Performance Marketing

تحسين محركات البحث والتسويق بالأداء

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

Overview

Participants in SEO, SEM & Performance Marketing practise the methods, tools and standards they need to perform reliably and solve problems on the job. Win and keep customers with sharper strategy, selling and communication. You can join a public session in one of 20 cities or live online, in English or Arabic, or bring the course in-house with examples from your own operations.

What you will be able to do

- Apply the methods and standards of SEO, SEM & Performance Marketing to real tasks.
- Follow safe, compliant and documented work practices.
- Avoid the mistakes that most often cause rework or failure.
- Share good practice with your team.
- Use the right tools, checks and calculations step by step.

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

WhatsApp: +971 56 674 7382

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 SEO, SEM & Performance Marketing: principles and standards

- Measurement and ROI
- Group discussion and peer review

Day 2 Methods and tools in practice

- Media and stakeholder communication
- Customer insight and segmentation

Day 3 Diagnosis and problem solving

- Brand and positioning
- Measurement and reporting

Day 4 Quality, safety and documentation

- Digital channels and content
- Hands-on workshop on a workplace challenge

Day 5 Workshop, assessment and action plan

- Sales process and negotiation
- Common mistakes and how to avoid them

10-day outline

Day 1 SEO, SEM & Performance Marketing: principles and standards

- Measurement and ROI
- Group discussion and peer review

Day 2 Methods and tools in practice

- Media and stakeholder communication
- Customer insight and segmentation

Day 3 Diagnosis and problem solving

- Brand and positioning
- Measurement and reporting

Day 4 Quality, safety and documentation

- Digital channels and content
- Hands-on workshop on a workplace challenge

Day 5 Workshop, assessment and action plan

- Sales process and negotiation
- Common mistakes and how to avoid them

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Regional and international case studies

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
- Checklists and templates to take away

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)
18–22 Jan 2027	5-day online	Live online	English	2,950
14–25 Mar 2027	10-day classroom	Doha	English	8,950
2–6 May 2027	5-day classroom	Riyadh	English	4,750
15–19 Aug 2027	5-day classroom	Manama	Arabic	4,750
10–14 Jan 2028	5-day classroom	London	English	4,750
1–12 May 2028	10-day online	Live online	Arabic	5,450
8–19 Oct 2028	10-day classroom	Manama	Arabic	8,950
4–8 Dec 2028	5-day classroom	Dubai	English	4,750
5–16 Feb 2029	10-day classroom	Kuala Lumpur	English	8,950

Dates	Format	City	Language	Fee (USD)
1–5 Apr 2029	5-day classroom	Kuwait City	Arabic	4,750
17–21 Jun 2029	5-day classroom	Cairo	Arabic	4,750
16–20 Jul 2029	5-day online	Live online	Arabic	2,950
11–22 Mar 2030	10-day classroom	London	English	8,950
10–21 Jun 2030	10-day online	Live online	English	5,450
8–12 Sep 2030	5-day classroom	Cairo	English	4,750
9–13 Dec 2030	5-day classroom	Dubai	English	4,750

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