Garnet
Garnet Global Training Center

GGT-MK-115

Marketing, Sales & Communication

Social Media Content Creation

صناعة المحتوى لوسائل التواصل

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

Overview

Participants in Social Media Content Creation 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. It runs as a 5-day or 10-day program in English or Arabic, in classrooms in Dubai, Riyadh, Cairo, London, Istanbul and other cities, or live online, and can be delivered in-house.

What you will be able to do

- Apply the methods and standards of Social Media Content Creation to real tasks.
- 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.
- Diagnose common problems and identify root causes.

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 Social Media Content Creation: principles and standards

- Digital channels and content
- Measurement and reporting

Day 2 Methods and tools in practice

- Sales process and negotiation
- Measurement and ROI

Day 3 Diagnosis and problem solving

- Media and stakeholder communication
- Hands-on workshop on a workplace challenge

Day 4 Quality, safety and documentation

- Customer insight and segmentation
- Common mistakes and how to avoid them

Day 5 Workshop, assessment and action plan

- Brand and positioning
- Regional and international case studies

10-day outline

Day 1 Social Media Content Creation: principles and standards

- Digital channels and content
- Measurement and reporting

Day 2 Methods and tools in practice

- Sales process and negotiation
- Measurement and ROI

Day 3 Diagnosis and problem solving

- Media and stakeholder communication
- Hands-on workshop on a workplace challenge

Day 4 Quality, safety and documentation

- Customer insight and segmentation
- Common mistakes and how to avoid them

Day 5 Workshop, assessment and action plan

- Brand and positioning
- 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)
4–8 Jan 2027	5-day classroom	Abu Dhabi	Arabic	4,750
7–18 Mar 2027	10-day classroom	Doha	English	8,950
16–20 Aug 2027	5-day online	Live online	Arabic	2,950
4–8 Oct 2027	5-day classroom	Kuala Lumpur	English	4,750
20–24 Mar 2028	5-day classroom	London	English	4,750
15–26 May 2028	10-day classroom	Dubai	English	8,950
13–17 Nov 2028	5-day classroom	Amsterdam	English	4,750
4–15 Dec 2028	10-day online	Live online	English	5,450
2–6 Apr 2029	5-day classroom	Abu Dhabi	English	4,750

Dates	Format	City	Language	Fee (USD)
4–15 Jun 2029	10-day classroom	Kuala Lumpur	English	8,950
13–17 Aug 2029	5-day classroom	London	English	4,750
12–16 Nov 2029	5-day online	Live online	Arabic	2,950
3–14 Jun 2030	10-day online	Live online	English	5,450
15–19 Jul 2030	5-day classroom	Abu Dhabi	Arabic	4,750
11–15 Aug 2030	5-day classroom	Riyadh	English	4,750
17–28 Nov 2030	10-day classroom	Kuwait City	English	8,950

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