



*Training Course:
Marketing Hands-on Masterclass*

*22 - 26 February 2027
Milan (Italy)*

Training Course: Marketing Hands-on Masterclass

Training Course code: SM12361 From: 22 - 26 February 2027 Venue: Milan (Italy) - Training Course Fees: 5775 € Euro

Introduction

This training program is designed by [Global Horizon Training Center](#) to equip professionals with the practical skills and structured methodologies required to develop, implement, and evaluate effective marketing plans.

A well-developed marketing plan serves as a strategic roadmap that defines business direction, objectives, and execution priorities. This program covers the full spectrum of marketing planning—from market analysis and opportunity identification to strategy development, execution, and performance measurement.

Through a hands-on, application-driven approach, participants will gain the ability to translate marketing insights into actionable strategies that deliver measurable business results.

Course Objectives

By the end of this program, participants will be able to:

- Apply a structured, step-by-step approach to developing marketing plans
- Conduct marketing audits and translate findings into strategies
- Identify target markets and define competitive positioning
- Develop comprehensive marketing mix strategies 4Ps
- Design and implement offensive, defensive, and flanking strategies
- Build and execute integrated marketing plans
- Measure and evaluate marketing performance and ROI

Target Audience

- General Managers
- Marketing Managers
- Product Managers
- Sales Managers
- Market Researchers
- Planning and Strategy Professionals

Training Outline

Day 1: Digital Marketing Foundations & Strategic Planning

- Overview of digital marketing and its scope
- Digital vs. traditional marketing approaches
- B2B and B2C platform selection Facebook, LinkedIn, Twitter, blogging
- Website auditing and performance evaluation
- Developing a structured digital marketing plan 7-step model
- Creating and managing a digital marketing calendar

Day 2: Search Engine Optimization SEO & Google Ads

- SEO fundamentals and best practices
- Keyword research and selection techniques
- Google Ads AdWords campaign setup and structure
- Organizing campaigns, ad groups, and content
- Landing page optimization
- Bid management and performance tracking
- Using analytics for campaign optimization

Day 3: Analytics, Measurement & Decision-Making

- Introduction to Google Analytics and dashboards
- Understanding audience, traffic sources, and conversions
- Defining business goals and KPIs
- Measuring ROI and campaign performance
- Conversion tracking and goal setting
- Advanced tracking techniques social media, calls, campaigns integration
- Data-driven decision-making

Day 4: Social Media Marketing Strategy & Engagement

- Social media marketing overview and trends
- Developing effective social media strategies
- Setting measurable social media goals
- Audience targeting and segmentation
- Facebook and LinkedIn advertising strategies
- Hashtag strategies and monitoring tools
- Brand monitoring using Google Alerts
- Content marketing and inbound marketing fundamentals

Day 5: Campaign Execution, Content Creation & Performance Optimization

- Lead generation strategies
- Content creation ideas and best practices
- Writing effective social media content
- Automating and scheduling posts e.g., Buffer
- Visual content creation without advanced design skills
- Integrating social media with websites
- Measuring success using analytics bounce rate, engagement, conversions
- Tracking offline and online campaign performance
- Final project: Developing a complete marketing plan

Registration form on the Training Course: Marketing Hands-on Masterclass

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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