Campaign Planning and Execution Training Course

Professional Development Training Course Outline

Category	Trade Unions	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s hyper-digital economy, Campaign Planning and Execution has become the backbone of high-performing brands, driving measurable growth across digital marketing, omnichannel strategy, and performance advertising. Organizations are increasingly shifting from traditional marketing to data-driven campaign management, customer-centric storytelling, and AI-powered marketing automation. This training course equips learners with practical, industry-ready skills to design, execute, and optimize high-impact campaigns across platforms such as social media, search engines, email marketing, influencer ecosystems, and paid media channels.

Campaign Planning and Execution Training Course is designed to bridge the gap between strategy and execution by integrating modern tools like marketing analytics, conversion rate optimization (CRO), customer journey mapping, and real-time performance tracking dashboards. Participants will gain hands-on expertise in building scalable campaigns using growth hacking techniques, programmatic advertising, content marketing strategy, and ROI-focused optimization frameworks, ensuring they can deliver measurable business outcomes in competitive global markets.

Programme Curriculum

Campaign Planning and Execution Training Course

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5 days

Course Objectives

1. Master end-to-end campaign lifecycle management
2. Apply data-driven marketing strategies for decision-making
3. Develop high-impact digital marketing campaigns
4. Understand omnichannel marketing integration
5. Optimize campaigns using A/B testing and CRO techniques
6. Implement marketing automation and AI tools
7. Build effective customer journey maps
8. Enhance audience segmentation and targeting precision
9. Improve brand positioning and storytelling strategies
10. Manage paid media and programmatic advertising campaigns
11. Track performance using marketing analytics dashboards
12. Increase ROI through performance marketing optimization
13. Execute scalable growth hacking campaigns

Target Audience

1. Marketing Managers
2. Digital Marketing Specialists
3. Business Development Professionals
4. Entrepreneurs and Start-up Founders
5. Social Media Managers
6. Brand Managers
7. Advertising Agency Executives
8. Sales and Growth Teams

Course Modules

Module 1: Foundations of Campaign Strategy

- Campaign lifecycle and frameworks
- Marketing funnel design (TOFU, MOFU, BOFU)
- Brand positioning strategies
- Consumer behavior analysis
- Goal setting and KPI definition
- **Case Study:** Coca-Cola global brand storytelling campaign analysis

Module 2: Audience Research & Segmentation

- Market research techniques
- Psychographic & demographic segmentation
- Buyer persona development
- Customer journey mapping
- Behavioral targeting strategies
- **Case Study:** Netflix personalized recommendation strategy

Module 3: Digital Marketing Channels & Integration

- Social media marketing strategy
- SEO and SEM fundamentals
- Email marketing automation
- Influencer marketing ecosystems
- Omnichannel integration planning
- **Case Study:** Nike omnichannel digital transformation campaign

Module 4: Content Strategy & Creative Development

- Content planning frameworks
- Storytelling for brands
- Video marketing strategies
- Viral content creation techniques
- Creative briefing and execution
- **Case Study:** Apple product launch storytelling campaigns

Module 5: Paid Media & Performance Marketing

- Google Ads and Meta Ads strategy
- Programmatic advertising basics
- Retargeting and remarketing
- Budget allocation strategies
- Conversion optimization techniques
- **Case Study:** Amazon performance advertising ecosystem

Module 6: Marketing Analytics & Data Optimization

- KPIs and performance metrics
- Google Analytics reporting
- Dashboards and visualization tools
- A/B testing frameworks
- ROI measurement techniques
- **Case Study:** Spotify data-driven personalization model

Module 7: Campaign Execution & Project Management

- Campaign rollout planning
- Agile marketing execution
- Resource and timeline management
- Cross-functional team coordination
- Risk mitigation strategies
- **Case Study:** Airbnb global campaign execution strategy

Module 8: Growth Hacking & Scaling Campaigns

- Viral growth strategies
- Funnel optimization techniques
- Referral marketing systems
- Marketing automation scaling
- Continuous improvement loops
- **Case Study:** Dropbox referral growth engine

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com