Media Mapping and Targeting Training Course

Professional Development Training Course Outline

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

Course Introduction

In today’s hyper-digital ecosystem, Media Mapping and Audience Targeting has become a core driver of high-performance marketing strategy. Brands are no longer competing on content alone but on precision targeting, data-driven media planning, omnichannel visibility, and real-time audience intelligence. Media Mapping and Targeting Training Course is designed to equip professionals with advanced skills in media ecosystem mapping, audience segmentation, programmatic targeting, and platform-specific optimization across Meta, Google, TikTok, and emerging digital channels.

With the rise of AI-powered advertising, privacy-first tracking, and algorithm-based content distribution, marketers must understand how to strategically position campaigns using data signals, behavioral insights, and conversion-driven media structures. This course provides a hands-on learning experience in building scalable media maps, identifying high-intent audiences, and executing precision targeting strategies that maximize ROI, engagement, and conversion performance in competitive digital landscapes.

Programme Curriculum

Media Mapping and Targeting Training Course

Introduction

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5 days

Course Objectives

1. Master Media Mapping Strategy for Omnichannel Campaigns
2. Understand Advanced Audience Segmentation & Behavioral Targeting
3. Apply AI-Powered Digital Media Planning Techniques
4. Build Full-Funnel Customer Journey Mapping Models
5. Optimize Meta Ads Targeting and Algorithmic Delivery Systems
6. Use First-Party Data for Privacy-Compliant Targeting
7. Develop Programmatic Advertising & Real-Time Bidding Strategies
8. Enhance Lookalike Audience Modeling & Predictive Analytics
9. Improve Cross-Platform Media Integration
10. Implement Conversion Rate Optimization through Targeted Media
11. Design Geo-Targeting and Hyperlocal Campaign Structures
12. Analyze Media Performance Metrics & Attribution Modeling
13. Build High-Impact Digital Campaign Optimization Frameworks

Target Audience

1. Digital Marketing Professionals
2. Media Planners & Buyers
3. Performance Marketing Specialists
4. Brand Managers & Marketing Strategists
5. Social Media Managers
6. Advertising Agency Executives
7. E-commerce Growth Managers
8. Data Analytics & Marketing Technology Professionals

Course Modules

Module 1: Foundations of Media Mapping Strategy

- Understanding digital media ecosystems
- Mapping paid, owned, and earned media
- Building channel hierarchy frameworks
- Identifying audience touchpoints
- Case Study: FMCG brand restructuring media mix for 40% ROI growth

Module 2: Audience Intelligence & Behavioral Targeting

- Psychographic and demographic segmentation
- Behavioral tracking models
- Intent-based audience creation
- Data-driven persona building
- Case Study: E-commerce brand boosting conversions via behavior clusters

Module 3: Meta Advertising Ecosystem Mastery

- Meta Ads Manager deep dive
- Pixel tracking & conversion API setup
- Advantage+ campaign structures
- Algorithm optimization techniques
- Case Study: Fashion retailer scaling ROAS using Meta automation tools

Module 4: Programmatic Advertising & Real-Time Bidding

- DSP and SSP fundamentals
- Programmatic media buying strategies
- Real-time bidding optimization
- Ad inventory selection techniques
- Case Study: Telecom brand reducing acquisition cost via programmatic RTB

Module 5: Cross-Channel Media Integration Strategy

- Omnichannel campaign orchestration
- Google, Meta, TikTok synergy models
- Attribution across platforms
- Unified customer journey mapping
- Case Study: SaaS company improving lead quality via cross-channel sync

Module 6: Advanced Targeting Techniques & Lookalike Modeling

- Custom audience creation
- Lookalike scaling strategies
- Predictive audience analytics
- CRM-based segmentation
- Case Study: Fintech app increasing installs using high-value lookalikes

Module 7: Geo-Targeting & Hyperlocal Campaign Execution

- Location-based targeting frameworks
- Geo-fencing and proximity marketing
- Local intent optimization
- Regional audience personalization
- Case Study: Restaurant chain increasing footfall through hyperlocal ads

Module 8: Media Analytics, Attribution & Optimization

- Multi-touch attribution modeling
- Performance KPI dashboards
- Conversion tracking optimization
- AI-based campaign refinement
- Case Study: Travel brand improving ROAS with attribution restructuring

Training Methodology

- 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

Start Date	End Date	Location	Price
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