Content Creator 360
Professional Diploma

IMFND

Duration & Audience:
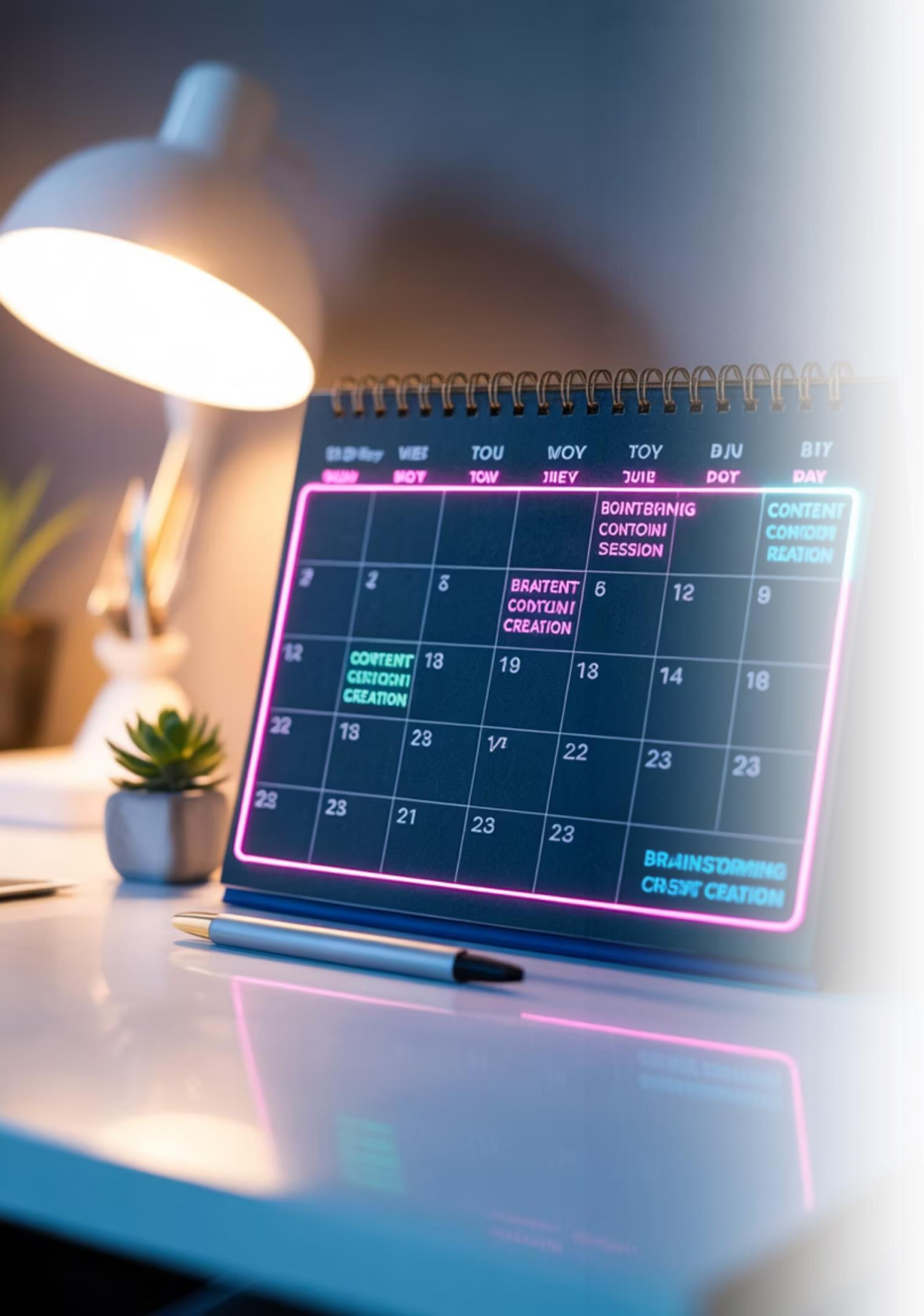
- **15** Sessions of **Online** live Training
- **30** Total Hours (**2 Hours per Session**)

Audience Level:

Intermediate to Advanced
(Content Creators, Social Media Specialists, UX/CX Writers, SEO Specialists, Business Owners)

Region Focus: MENA (especially KSA, Egypt, UAE)

What you'll Get out of This Diploma

- Learn how to create content that works across social media, websites, and apps.

- Discover how to use smart tools (including AI) to make better content in less time.

- Understand your audience so you can create content that makes them click, sign up, or buy.

- Build a full content system that turns followers into customers.

- Walk away with a complete strategy, ready-to-use content, and easy reporting templates.

Who Should Attend This Diploma?

Content Creators

Who want to level up from just "posting" to **strategic storytelling**

Social Media Managers

Looking to deliver better results with **multi-format content**

UX Writers, CX Writers, and App Content Strategists

Who want to **bridge the gap between design, content, and conversion**

Copywriters & SEO Writers

Ready to expand their expertise into **AI tools, visuals, and video**

Business Owners & Startup Founders

Who manage content in-house and want to **streamline performance**

Freelancers & Content Consultants

Aiming to **package their services** and charge higher by offering full-funnel content systems

Whether you're a **creator**, a **strategist**, or a **founder**, this diploma gives you 360° mastery across channels, formats, and tools.

Modules & Sessions

15 Sessions / 30h

The diploma will cover everything from strategy and audience research to storytelling, AI visuals, UX writing, and performance reporting.

Module 1: Demo Day **(1 Session/ 2h)**
Module 2: Strategy, Behavior & Research **(3 Sessions/ 6h)**
Module 3: Social Media Content Creation **(2 Sessions/ 4h)**
Module 4: Copywriting for Sales **(2 Sessions/ 4h)**
Module 5: Ai Powered Visuals & Videos **(2 Sessions/ 4h)**
Module 6: UX Writing for Website **(2 Sessions/ 4h)**
Module 7: App Content & CX Writing **(2 Sessions/ 4h)**
Module 8: Content Performance **(1 Session/ 2h)**

Final Project

Module 1: DEMO & Networking Day

Program Structure

- Explain program structure and timeline.
- Share attendance policy (minimum attendance requirement, lateness rules).
- Refund policy guidelines.
- Overview of tasks, assignments, and workshops.

Communication & Resources

- Communication methods & attendees' community (WhatsApp group, email, Class Room, etc.).
- Introduce the focal point from the coordination team for inquiries.
- Explain rules for receiving materials, certificates, and accessing recorded sessions (for online diplomas).

Facilities & Access

- Classroom walkthrough (for offline sessions) – ensure all trainees know seating, internet access, facilities.
- For online classes – ensure all trainees can access the platform, materials, recordings.

Program Milestones

- Explain project day: objectives, requirements, and evaluation process.
- Inform about the feedback process During each course (mid-course checks).
- Explain Graduation Day
- Social Media coverage during the diploma

Instructor Presentations
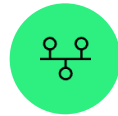
Each instructor introduces themselves:

Background & Expertise
Professional background and expertise in their field

Course Leadership
Courses they will lead

Course Roadmap
Structured plan for the course progression

Topics & Skills
Key topics and skills covered in their course

Teaching Approach
Teaching style and expectations from trainees

Trainee Introductions

Personal Background
- Name, background, current role (if applicable).

Experience Level
- Experience in marketing/digital.

Motivation
- Reasons for joining the diploma.

Expectations
- Expectations from the diploma and each course.

Skill Development
- Skills they aim to improve.
- What they want to gain through this diploma

Module 2: Strategy, Behavior & Research

3 Sessions | 6 Hours

Session 1: Understanding Consumer Behavior & Content Triggers

Learn how people think and why they take action online.
How user psychology and funnel stages affect content needs.

Practice mapping out a customer's journey.

Tools: Miro, Google Analytics

Sharing Case study

Task: Building a Funnel Journey for a brand in your niche

Duration: 2h

Session 2: Content Strategy & Planning

Duration: 2h

Learn how to build content plans across different platforms.

Topics: Content buckets, messaging architecture, omnichannel alignment

Tools: Notion, Trello.

Sharing Case study

Task: Build a 1-month content strategy plan

Session 3: Research & Ideation Process

Duration: 2h

Find ideas that actually perform,
using trends and keywords.

Trending Topics, keyword analysis, UGC scanning

Tools: AnswerThePublic, ChatGPT, BuzzSumo

Sharing Case study

Task: Create 10 content ideas

Module 3: Social Media Content Creation

2 Sessions | 4 hours

Session 1: Creating for Instagram, TikTok, and LinkedIn

Duration: 2h

Learn what works from each platform: formats, lengths, hooks, and CTAs

Carousels, reels, shorts, video scripts, influencer storytelling

Tools: Canva, CapCut, TikTok Creative Center

Sharing Case study

Task: Create one post per platform

Session 2: Storytelling & Content Execution

Duration: 2h

Learn how to structure stories that keep attention

Story arcs, emotional levers, community building

Tools: Hemingway, StoryboardHero

Sharing Case study

Task: Write a 3-part storytelling series for a product

Module 4: Copywriting for Sales

2 Sessions | 4 Hours

Session 1: Persuasive Copywriting for Ads & Landing Pages

Duration: 2h

Turn visitors into leads and customers with strategic copy design

AIDA, PAS, CTA logic, objection handling

Tools: Copy.ai, ChatGPT with frameworks

Sharing Case study

Task: Write 3 ad Copies and 1 landing page hero section

Session 2: Content That Sells Across the Funnel
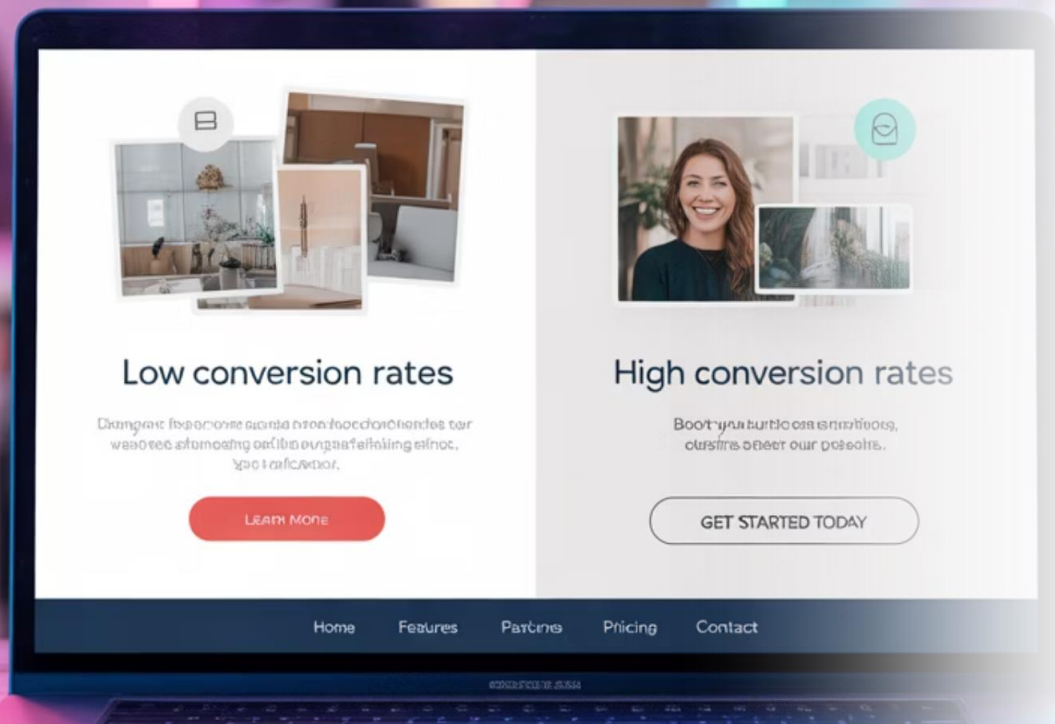
Duration: 2h

Match your message & copy with each stage of funnel and platform logic

Awareness vs Decision content, urgency, positioning

Tools: Google Docs, Funnel mapping tools

Sharing Case study

Task: write copy for each funnel stage (cold, warm, hot Audience)

Module 5: AI-Powered Visual & Video Creation

2 Sessions | 4 Hours

Session 1: Image Creation with AI

Duration: 2h

Create branded visuals quickly with AI.

Midjourney basics, brand consistency, prompt engineering

Tools: Midjourney, Canva Pro

Task: Create 3 visuals for 1 product using 2 AI tools

Session 2: Video Content with AI

Duration: 2h

Create reels, shorts, and videos without a full team.

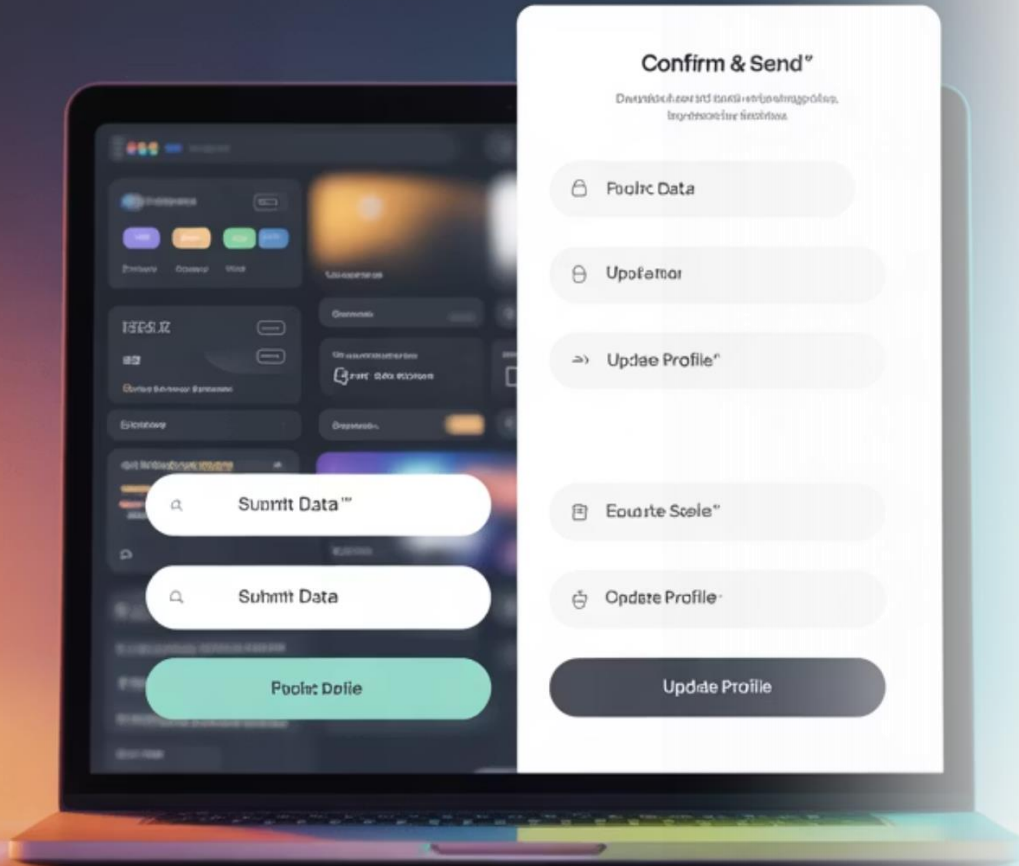Text-to-video, script-to-video, captioning tools

Tools: Pictory, RunwayML, CapCut

Sharing Case study

Task: Generate 1 video post with Ai Tools

Module 6: UX Writing for Websites

2 Sessions | 4 Hours

1

Session 1: UX Copy Basics

Duration: 2h

Write clear, helpful, and action-focused website copy.

Microcopy, action verbs, hierarchy clarity, friction reduction

Tools: Webflow

Sharing Case study

Task: Rewrite 1 onboarding flow or signup form

2

Session 2: Conversion-Focused UX Writing

Duration: 2h

Increase CTR and reduce bounce with smart microcopy.

Topics: CTAs, tooltips, nav labels, error messages

Tools: Figma , UX Copy Checklist

Sharing Case study

Task: write a 1-page microcopy spec

Module 7: App Content & CX Writing

2 Sessions | 4 Hours

Session 1: Writing for Mobile Apps

Duration: 2h

Enhance usability and flow with concise content

Empty states, notifications, onboarding content

Tools: Notion, Maze

Sharing Case study

Task: Design an onboarding message sequence

Session 2: Tone, and Retention Messaging

Duration: 2h

Build trust and reduce frustration in app flows to keep users coming back.

Apology messages, success confirmations, reminders

Tools: Grammarly, ChatGPT tone-tweaking templates

Sharing Case study

Task: Write 3 retention microcopy samples

Module 8: Content Performance & Reporting

1 Session | 2 Hours

1	**Session 1:** Measure What Matters – ROI Reporting for Content **Duration**: 2h **Objectives**: Build reporting structures for social, SEO, and UX content **Topics**: Engagement, CTR, conversion, LTV from content **Tools**: Google Looker Studio, Sheets **Sharing Case study** **Task**: Build a simple 1-page KPI Dashboard

Final Project

Description

You'll build a full content system for a brand:
- A content strategy map.
- 3 content formats (social post, landing copy, app copy).
- An AI-generated visual or video.
- A reporting template with KPIs & ROI.

How You'll Be Graded:

- Content matches funnel stage.
- Variety and clarity of formats.
- Smart use of tools.
- Clear reporting and ROI.

Certification

Type

Content Creation 360° Professional Diploma

Awarding Body

IMFND Academy + Certified by Oligence AI Content Lab

IMFND^

Investment

- **25,000 EGP (Early Bird 20K EGP) (or $500** USD)

- **One-time investment** for full content transformation.

What's Included:

- 15 live expert-led sessions (30 hours).

- Lifetime access to recordings.

- Templates, toolkits, and AI prompt libraries.

- Final project review and showcase.

- Certificate + private expert group access.

What's the ROI & Value of Attending This Diploma?

Value Pillar	Impact
Multi-format content skills	You'll create **social, UX, copy, and app content**
AI-powered Visuals & Videos	Save 20+ hours a month.
Funnel-focused writing	Content that brings leads, not just likes.
Career Edge	Charge more as a freelancer or shine at your job
Build your system	Leave with **a ready-to-use strategy + dashboard.**

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Thank You

Thank you for your interest in the Content Creator 360 Professional Diploma.
We look forward to helping you transform your content creation skills and achieve outstanding results.

Call/ WhatsApp: 01026688635