



Content Creator 360

Professional Diploma

IMFND[®]

Duration & Audience:

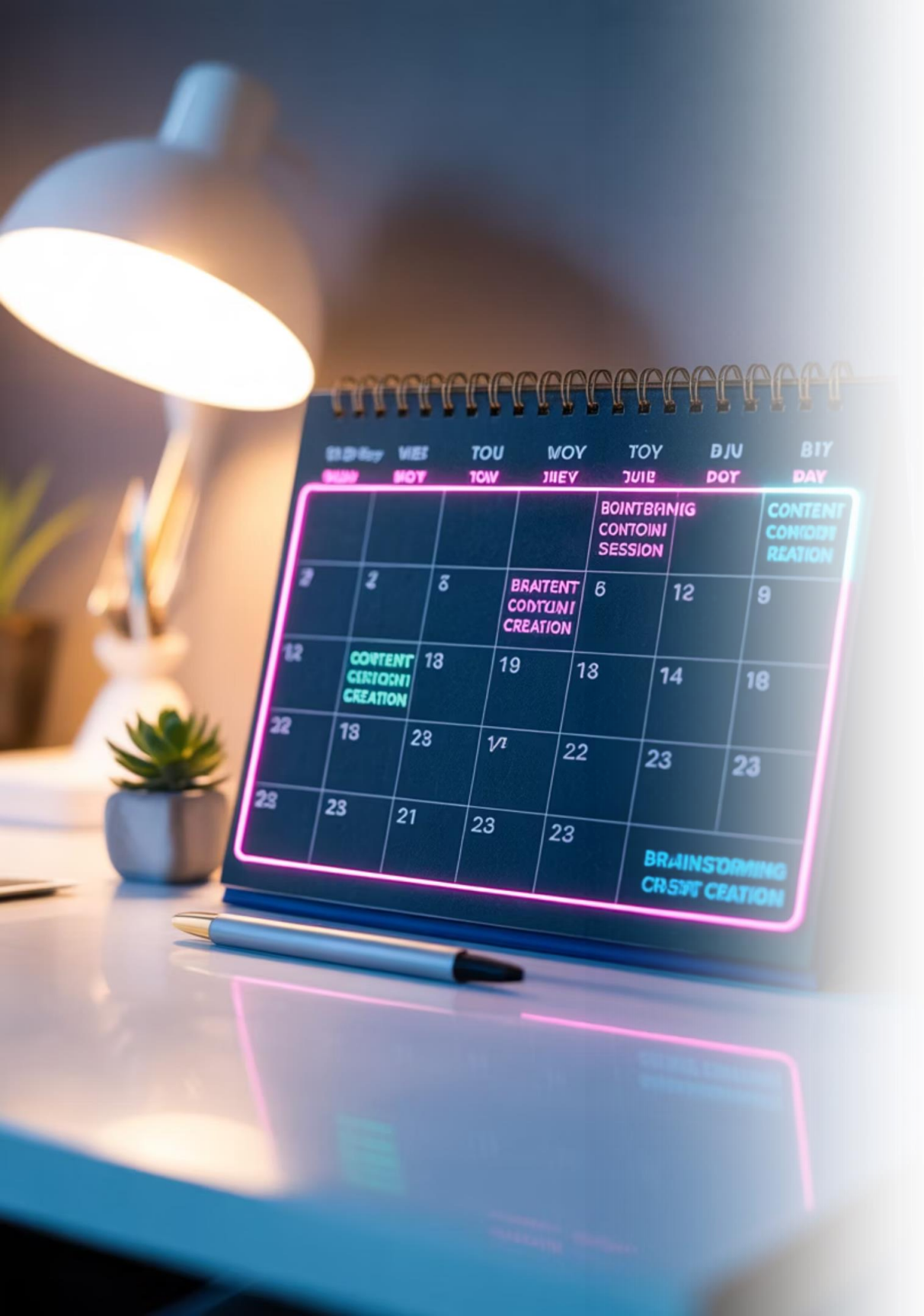
- 15 Sessions of **Offline (Nasr City Branch)**
- 45 Total Hours (3 Hours per Session)

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 / 45h

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/ 3h)**

Module 2: Strategy, Behavior & Research **(3 Sessions/ 9h)**

Module 3: Social Media Content Creation **(2 Sessions/ 6h)**

Module 4: Copywriting for Sales **(2 Sessions/ 6h)**

Module 5: Ai Powered Visuals & Videos **(2 Sessions/ 6h)**

Module 6: UX Writing for Website **(2 Sessions/ 6h)**

Module 7: App Content & CX Writing **(2 Sessions/ 6h)**

Module 8: Content Performance **(1 Session/ 3h)**

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

Facilities & Access

- Classroom walkthrough (for offline sessions) – ensure all trainees know seating, internet access, facilities.

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 | 9 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: 3h

Session 2: Content Strategy & Planning

Duration: 3h

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: 3h

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 | 6 hours

Session 1: Creating for Instagram, TikTok, and LinkedIn

Duration: 3h

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: 3h

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 | 6 Hours

Session 1: Persuasive Copywriting for Ads & Landing Pages

Duration: 3h

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: 3h

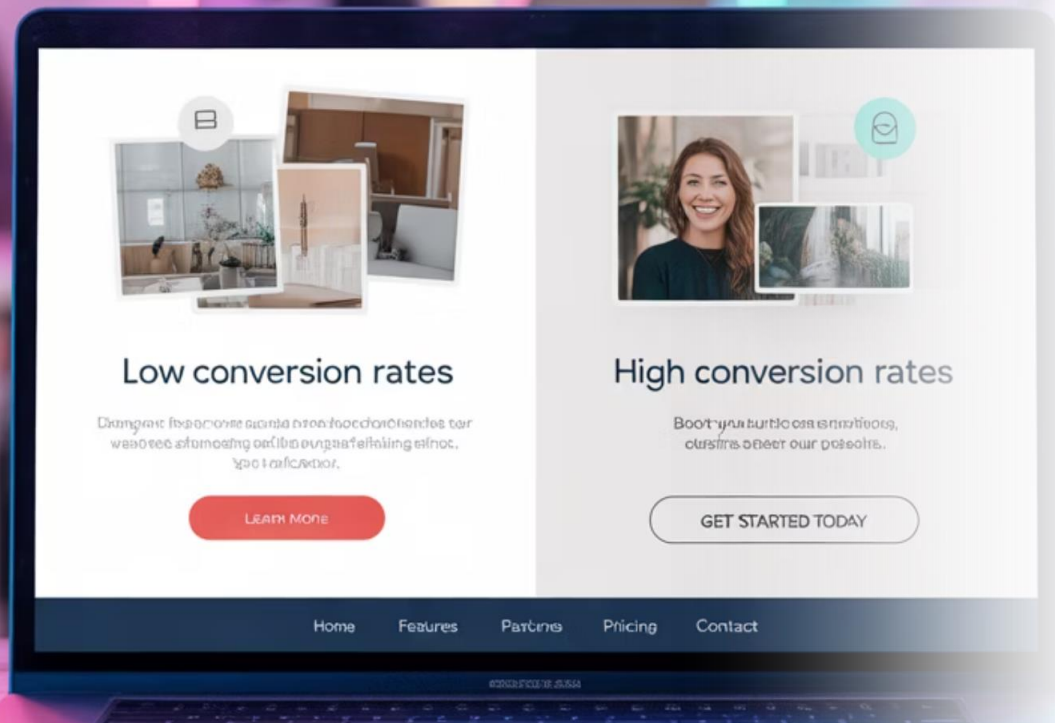
Match your message & copy with each stage of funnel and platform logic

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 | 6 Hours



Session 1: Image Creation with AI

Duration: 3h

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: 3h

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

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

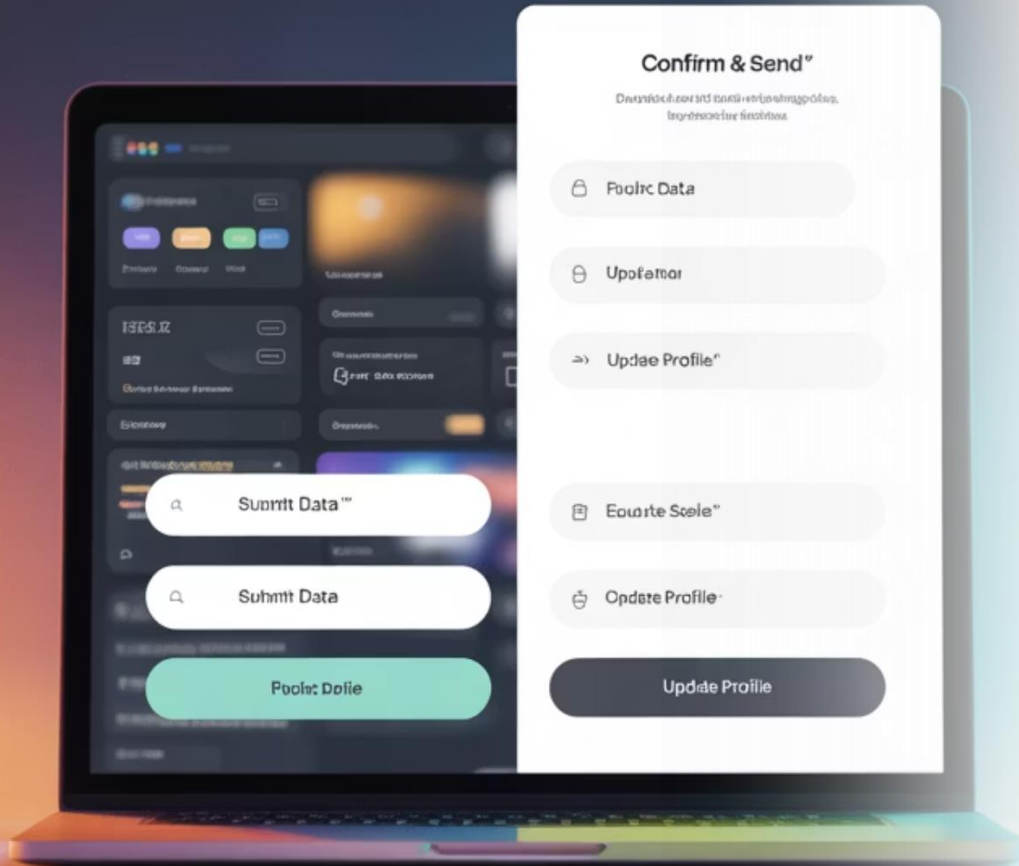
Tools: Pictory, RunwayML, CapCut

Sharing Case study

Task: Generate 1 video post with Ai Tools

UX Writing Mplcoting Exaunpls Examples

Reot started



Module 6: UX Writing for Websites

2 Sessions | 6 Hours

1

Session 1: UX Copy Basics

Duration: 3h

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: 3h

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 | 6 Hours

Session 1: Writing for Mobile Apps

Duration: 3h

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: 3h

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 | 3 Hours

1

Session 1: Measure What Matters – ROI Reporting for Content

Duration: 3h

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

Investment

- 20,000 EGP (**Early Bird 17K EGP**) (or \$500 USD)
- **One-time investment** for full content transformation.

What's Included:

- 15 Offline sessions (45 hours).
- 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.

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