

Sunday

**The new 6-Week Content Marketing training
to boost your idea or business**



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Mrehba bike to our comprehensive 6-week social media marketing training where you'll learn to build strategic messaging, create scroll-stopping content, leverage AI, amplify your reach, and optimize your marketing budget.

Each week focuses on essential skills to transform to build a content system that will drive meaningful business results.



Meet our team/the instructors



Ghita Boumahdi
Head of Content @ALX Morocco

- Ghita is the creative force (dikchi dial Avengers) behind ALX's most viral video campaigns, a brand that is recognized for its creative and super effective videos that brings thousands of learners.
- When she's not directing content that breaks the internet, she's teaching others how to do the same—with strategy, soul, and a killer sense for what clicks.



Oussama El Hajjami
Country Marketing Manager @ALX, CMO @Jobzyn

- With his 7 years of exp in Marketing and content, Oussama tried sooo many pieces of content that he has a sense of what works.
- With Ghita, he led ALX Morocco Marketing team to attracting 100K+ learners.
- Also serving as head of Marketing at Jobzyn, the most followed HRtech recruitment company fLMghrib!

Week 1 – Build Your Strategic Messaging

Theme: *"No tension, no attention."* Your brand message isn't what you post — it's what your audience remembers.

■ Key Learnings

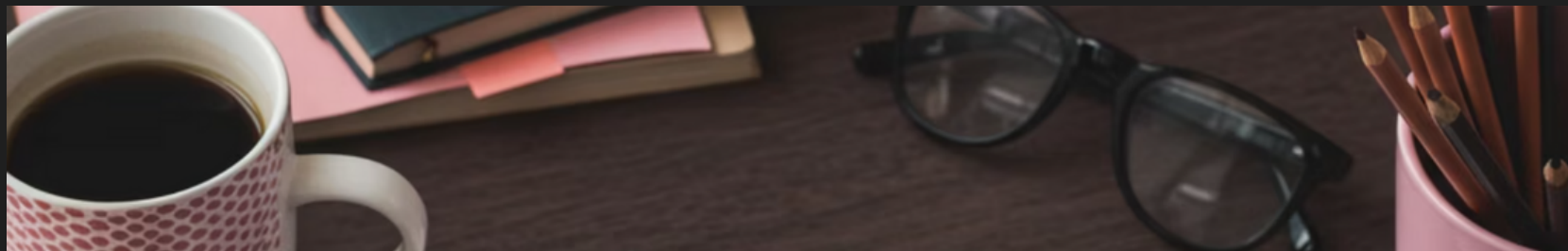
- How to identify what *frustrates* your audience and why that tension matters
- Craft your **bold brand belief** — the idea that sets you apart and resonates deeply
- Prepare your brand's **Before/After shift**: what people did before you existed vs. after
- Validate your message by collecting real voice-of-customer data

■ Tools & Exercises

- **Clarity Canva™**: A structured doc to collect pain points, fears, goals
- **Conversation Mining**: Reddit, TikTok, YouTube, Amazon Reviews, DMs
- **Brand Narrative Grid**: Tension / Belief / Proof / Invite

Deliverables

- 📝 Initial Story Arc
- 📄 Clarity Canva filled with 5+ real examples
- 🔄 Remixed your narrative after validating with real people



Week 2 – Find the Right Inspiration & Build Your Content Strategy

Theme: “Stop guessing. Start stealing (with structure).”

Content that works isn't random — it's decoded, remixed, and executed with intention.

■ Key Learnings

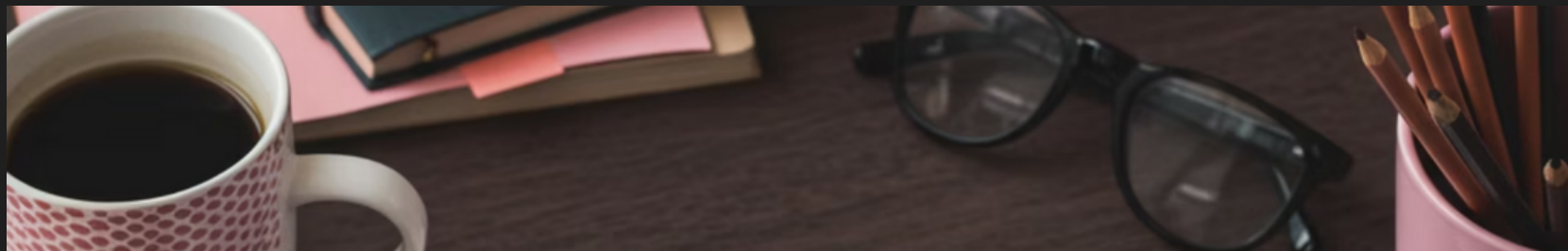
- How to collect scroll-stopping inspiration from in-niche and out-of-niche brands
- Decode any content using the 4-rule system (Format, Tone, Engagement, Pillar)
- Build your 3P Content Pillars (Prove / Teach / Connect) based on business goals
- Map each piece to the Customer Journey: Awareness → Education → Action

■ Tools & Exercises

- Meta Ads Library, TikTok Creative Center, Pinterest
- Figma or Are.na for Visual Moodboarding
- Swipe File Tracker (Google Sheets + dropdown filters)

Deliverables

- 🧠 Content Pillars Grid
- 💡 12+ Post Ideas mapped to each pillar
- 📅 2-week Content Plan



Week 3 – Create Content That Stops the Scroll

“Don’t just post to be seen — post to be remembered.” Craft content that earns attention, builds trust, and drives action.

■ Key Learnings

- Copywriting that gets saves, not just likes (emotion-led, hook-driven)
- Hook formulas to stop the scroll:
Confession, Contradiction, Curiosity, Mirror
- Write & design magnetic carousels with the “Hook → Truth → Shift → Tip → CTA” formula
- Build Reels with scripted emotional arcs or B-roll + Voiceover
- Design branded static posts using Canva’s Layout Ladder + Brand Kit

■ Tools & Exercises

- Canva Pro + Layout Templates
- CapCut / Captions.ai for Reels
- Copy.ai, Headline Studio
- AnswerThePublic for audience insights

Deliverables

- 🎥 1 Short Reel (with script)
- 🔄 1 Carousel (5+ slides)
- 🎨 1 Branded Static Post
- 🧠 “Say it Better” Copy Pack

Week 4 – AI Execution Lab: Build a Mini Campaign

Theme: “Build once, multiply forever.” AI isn’t about cheating — it’s about scaling your creativity with soul.

■ Key Learnings

- Use ChatGPT to brainstorm & structure campaigns around one big idea
- Write scripts & captions for Reels, carousels, and static posts
- Build your Custom GPT to write in your brand voice consistently
- Use ElevenLabs to turn script into voiceover & Canva/MidJourney for AI visuals
- Learn the magic of content multiplication — one asset, many formats

■ Tools & Exercises

- CChatGPT with Brand Voice Prompting
- ElevenLabs for Voiceover
- MidJourney / Canva AI
- Pinterest for creative inspiration remix
- “Remix like Heinz” case study

Deliverables

- 🎬 AI-Powered 30s Campaign Script
- 📣 Carousel or Static Post with AI Visual
- 🎤 1 Voiceover Audio
- 🔄 Multi-format Repurpose Plan

Week 5 – Paid + Earned Growth: Amplify, Influence, Activate

Theme: “When you don’t have reach, borrow it.” Earn more reach with less effort through smart boosting, influencers, and UGC.

■ Key Learnings

- Boost posts the right way: when, how, and what to boost for results (not just reach)
- Build smart influencer deals using 7-step deal flow (from pitch to brief)
- Learn about the Influencer Moroccan landscape from budgets to profiles.
- Learn UGC growth tactics that turn your audience into free promoters
- How to activate your community with campaigns like “Feature Me” or mini-challenges

■ Tools & Exercises

- Meta Boosting (Post selection, audience filters, tracking KPIs)
- Influencer outreach templates (email + DM)
- UGC Folder Setup + Activation Plan
- Budget Tiers: Nano vs. Micro vs. Macro

Deliverables

-  Paid Boost Plan (with budget + goals)
-  Influencer Profile + Pitch Message
-  Community Activation Prompt (UGC-ready)



Week 6 – Smarter Marketing Budgets

Theme: “It’s not about having more money —

it’s about making smarter bets.” Master strategic spending for sustainable, data-driven growth.

■ Key Learnings

- Identify your Budget Energy (Gambler, Spreadsheet Addict, or Intentional Hustler)
- Use the Budget Radar Map: Strategic / Measurable / Testable / Affordable
- Choose your Budget: Content led, influencer led, or ads led.
- Avoid traps like over-subscribing tools, boosting before testing, or influencer burns
- Build your minimum viable budget plan and iterate monthly

■ Tools & Exercises

- Budget Radar Map Worksheet
- Sofia’s Budget Breakdown (5,000 MAD case study)
- Scenario Decision Table
- Huel Case Study (Growth via micro-tests)

Deliverables

- 🧮 Lean Budget Blueprint
- 📊 % Allocation Table (Content, Ads, Tools, Influencers)
- 🧠 “Smartest Budget Move” Reflection

What's special about this training?

Theme: "It's not about having more money —

it's about making smarter bets."Master strategic spending for sustainable, data-driven growth.

■ **Peer learning:**

We will allocate one person to you who will be your learning buddy

■ **20% theory, 80% practice:**

We want to make it fun, nachat, but learning together effectively

■ **Tools and frameworks**

With us, you'll learn how to use the right tools with effective frameworks.

■ **Learn from our experience:**

We worked on +1000 pieces of content for businesses, so what we're sharing with you is the fruit of this experience.

■ **Community of dreamers:**

This is not just a course, but a space where people will work hard to make their ideas and projects thrive

■ **Graduation retreat:**

By the end of the course, we'll organize a retreat to spend a day together celebrating our win.

Sunday

Ewa chno katsna?

See you soon, and we promise you a training where you'll have fun and growth