

Training Report: Week 2 & Week 3 at Hamat

The second and third weeks of training at Hamat focused on refining our marketing team structure, defining key roles, integrating Hamat's strategic vision into team operations, and implementing new workflows using advanced platforms like Airtable, Metricool, and Doha AI. This report details the actions taken during these weeks and provides recommendations for each department to optimize their workflow and align with Hamat's strategic goals.

Week 2: Actions Taken

Objective: To design the marketing team structure, create detailed role descriptions, and implement new workflows.

1. Designing the Marketing Team Structure on Airtable:

- The marketing team structure was visualized and designed using Airtable.
- Roles, responsibilities, and reporting lines were mapped out, and the team hierarchy was established.
- Specific tasks and projects were assigned to team members within Airtable to enhance clarity and accountability.

2. Tools for Content Management:

- The team was trained on using Airtable for content calendar management and task assignment, Metricool for analytics, and Doha AI for content generation.
- Full-cycle projects were conducted to provide hands-on experience with these tools, improving workflow efficiency.

Outcomes:

- A clear marketing team structure was established and visualized on Airtable.
- The team gained proficiency in using Airtable, Metricool, and Doha AI, leading to improved content management and strategy execution.

Week 3: Actions Taken

Objective: To apply the knowledge gained in Week 2 to real-world scenarios, integrate Hamat's overall strategy into each team's training, and gather feedback for continuous improvement.

1. Integrating Hamat's Strategy into Team Training:

- Hamat's strategy and overarching ambitions were integrated into the training sessions for each department.
- Each team was guided on how their departmental objectives align with and contribute to Hamat's overall vision and goals.
- Discussions were held on how individual roles within the teams could support the broader strategic objectives of the company.

2. National Day Campaign Planning & Execution:

- The National Day campaign was planned and executed using the tools and strategies discussed in Week 2.
- The campaign was developed in Airtable, content was scheduled in Metricool, and ideas were generated with Daha AI.
- The execution of this campaign provided a practical application of the tools, allowing the team to see the direct impact of their training.

3. Interactive Feedback Session:

- Feedback was gathered from the team on the training sessions and their application to daily tasks.
- Group discussions were held to share experiences and challenges faced during the campaign planning.
- Areas for further improvement were identified.

Outcomes:

- The National Day campaign was successfully executed, showcasing the team's ability to apply the strategies and tools effectively.
- Valuable feedback was collected, leading to the identification of key areas for further training.

- The integration of Hamat's strategy into the training sessions helped each team understand their role in achieving the company's overall ambitions.

Upcoming Suggestions for Each Department

1. Digital Marketing:

Current Situation:

The digital marketing responsibilities are heavily centralized with Shahad, who has the most access to and control over all digital channels. This centralization poses a risk and can lead to bottlenecks in workflow.

Recommendations:

- **Personnel Changes:**
 - **Khalid:** It is recommended that Khalid be laid off as part of the restructuring process to streamline the team and optimize performance.
 - **Shahad:** Shahad should be promoted to a higher position within the digital marketing team, acknowledging her extensive expertise and current responsibilities.
 - **New Hire:** A new Social Media Specialist should be hired to support Shahad. This will help distribute the workload and reduce the risks associated with centralizing too many tasks with one person.

Focus Areas:

- **Decentralization of Responsibilities:** The promotion of Shahad and the addition of a new Social Media Specialist will help distribute tasks more evenly across the team, reducing reliance on a single individual and improving overall efficiency.
- **Enhanced Online Presence:** With the new team structure, focus on enhancing Hamat's online presence through targeted social media campaigns, SEO optimization, and strategic content marketing.

Tools:

- **Metricool:** Continued use for real-time analytics to inform data-driven decisions.

- **Daha AI:** Leverage Daha AI to generate creative and data-driven content ideas, which will help maintain a consistent and engaging online presence across all channels.

2. Events Team:

Current Situation:

The Events team, led by Jawaher, has been effective in planning and executing events. However, there is a need to enhance the PR aspect and leverage influencer relations to amplify content distribution for all events.

Recommendations:

- **New Hire:**
 - **Event Coordinator:** It is recommended to hire an Event Coordinator who will work closely with Jawaher. This role should focus on Public Relations (PR) and have experience in influencer relations. The primary responsibility of this role will be to activate and manage content distribution for all events, ensuring maximum visibility and engagement.

Focus Areas:

- **PR and Influencer Relations:** With the addition of an Event Coordinator specializing in PR and influencer relations, the team will be better equipped to create buzz around events, engage with key influencers, and ensure wide distribution of event content across multiple channels.
- **Content Distribution:** The new hire will take charge of developing and executing strategies to distribute content effectively, ensuring that all events receive the attention they deserve and align with Hamat's brand goals.

Tools:

- **Airtable:** Continue using Airtable for event planning and coordination, allowing for efficient management and tracking of tasks.
- **Daha AI:** Utilize Daha AI to generate creative ideas for event promotion and content creation, ensuring a consistent and compelling narrative across all platforms.

3. Customer Experience:

Current Situation:

The Customer Experience team has been managing their responsibilities effectively, but the increasing workload has started to strain the team, potentially impacting the quality of their work.

Recommendations:

- **New Hire:**

- It is recommended to hire at least one additional team member to join the Customer Experience team. This will help reduce the workload on existing team members and ensure that the high standards of service quality are maintained.

Focus Areas:

- **Workload Distribution:** With the addition of a new team member, tasks can be more evenly distributed, allowing the team to manage customer interactions more effectively and efficiently.
- **Quality Assurance:** The new hire will enable the team to focus on delivering exceptional customer experiences consistently, without compromising on quality due to time constraints or workload pressures.

Tools:

- **Airtable:**
 - **Customer Interaction Management:** Continue using Airtable for managing customer interactions, tracking issues, and ensuring timely follow-ups.
 - **Reporting and Forms:** Expand the use of Airtable to include reporting and forms. This will streamline the process of collecting and analyzing data, making it easier to track performance metrics and customer feedback.
- **CRM System:** Implement or enhance a CRM system to manage and streamline customer relationships, ensuring that no customer query or concern goes unaddressed.

Conclusion

The actions taken during Week 2 and Week 3 have laid a strong foundation for Hamat's marketing, events, and customer experience teams. The integration of Hamat's overall strategy into each department's training has helped align team objectives with the company's ambitions. The successful execution of the National Day campaign demonstrated the team's ability to apply their training in real-world scenarios. The recommendations provided for each department will help optimize their workflow, reduce risks, and ensure that Hamat continues to deliver exceptional experiences to its customers. Moving forward, the focus will be on implementing these suggestions to drive growth, efficiency, and success across all teams.

This comprehensive report combines the key achievements and actions from both weeks, offering a detailed overview of the training progress and strategic alignment at Hamat.