



Consulting and Training | Reach New Heights

Course Name

Mastering Social Media Marketing and content creation

Sector Name

Sales, Marketing and Customer Service

Document Type

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Mastering Social Media Marketing and content creation

Course Introduction

Social Media Marketing

This training program is designed to provide participants with strategies in order to maximize the impact of marketing through powerful social media tools. This training program focuses on the importance of social media marketing as well as the current applications any company can use to effectively reach a massive audience.

This training program will also provide participants with the key concepts of content creation and content strategy in order to engage the audience. This program will allow participants to boost their creativity, develop the organization's content, and enhance the audience's experience. This program will discuss some of the best practices across content types to develop awareness and build trust with the target audience.

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Target Audience

- ✓ Business Development Executives
- ✓ Sales / Marketing Managers
- ✓ Account Managers / Relationship Managers
- ✓ Sales Directors
- ✓ Teachers / Trainers
- ✓ Leaders
- ✓ Students
- ✓ Head of Department
- ✓ Art Directors
- ✓ HR professional
- ✓ Career shifters

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Learning Objectives

- ✓ Gain an understanding of the concepts of digital marketing and the changes it has brought to the marketing business.
- ✓ Master Discovering and Reaching the Online Target Audience.
- ✓ Identify different social media platforms and how to use them perfectly for marketing.
- ✓ Understand and apply Digital Advertising strategies.
- ✓ Develop an integrated Social Media strategy.
- ✓ Define what Content Strategy is and its importance in engaging the audience.
- ✓ Apply strategies that enable one to capture and engage the audience.
- ✓ Design a core creative concept for a content brand.
- ✓ Review the best and badpractice examples of how content has been used
- ✓ Identify various ways you can be more effective with your font choices, photography, and video.
- ✓ Learn about budget-friendly resources and tools to create content
- ✓ Gain valuable guidelines to adapt your visuals for your different social channels



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Course Outline

✓ 01 Day one

Introduction to Social Media Marketing:

- ✓ Key Concepts of Digital Marketing.
- ✓ Traditional v. Digital Marketing.
- ✓ Social Media Marketing characteristics.
- ✓ The Opportunity of Social Media Marketing.
- ✓ Implications of Social Media Marketing.
- ✓ Market Research v. Market Reality.

Social Media Marketing: How to Discover and Reach Online Target Audience:

- ✓ Key consumer behaviours along the route to purchase.
- ✓ Knowing what the business/company is offering.
- ✓ Building and updating your audience persona.
- ✓ Monitoring audience analytics.
- ✓ Reach out to niche websites and relevant influencers.
- ✓ Selecting the right platforms to connect your content and target audiences.
- ✓ Use of social listening tools.
- ✓ The pros and cons of mobile optimised sites and native apps.

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Course Outline

✓ 02 Day Two

Mastering Social Media Marketing:

- ✓ Key Concepts of Social Media.
- ✓ Social Media for Business.

Social Media Goals.

- ✓ Setting Goals and Priorities.
- ✓ Facebook Features: Business Page, Messenger for Business, Apps, Advertising Types, and Advertisement Management.
- ✓ Instagram Features: Third-Party Apps, Best Practices, Advertising Types, and Advertisement Management.
- ✓ Twitter Features: Chat, Profile set-up, Lists, Advertising Types, and Advertisement Management.
- ✓ LinkedIn Setup & Profile, Groups, InMail, Company Page, Recruitment.
- ✓ Understanding TikTok Features and how to use it for marketing.
- ✓ Google+ Brand Page, Google+ and SEO, Google Hangouts.
- ✓ YouTube Account Basics, Channels, Content types, Advertising, and Analytics.
- ✓ Developing Social Media KPIs.

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Course Outline

✓ 03 Day Three

Digital Display Advertising:

- ✓ Key Digital Display Concepts.
- ✓ Benefits of Digital Display.
- ✓ Challenges of Digital Display.
- ✓ Business Value.
- ✓ Running Effective Ads about the Company.
- ✓ Ad Formats.
- ✓ Ad Features.
- ✓ Ad Display Frequency.
- ✓ Campaign Planning.
- ✓ Campaign Steps.
- ✓ Campaign Objectives.
- ✓ Campaign Budget.
- ✓ Creative Formats.
- ✓ Targeting.
- ✓ Tracking your Campaign.
- ✓ Optimizing the Campaign.
- ✓ Laws & Guidelines.



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Course Outline

✓ 04 Day Four

Overview: Content Strategy:

- ✓ What is Content Strategy?
- ✓ It's Not Smart if It's Not Strategic.
- ✓ Intro to Audience and Experiences.
- ✓ Using Medill on Media Engagement.

Audiences and Brand:

- ✓ Understanding Your Audience.
- ✓ Creating Personas.
- ✓ Segmenting Your Audience.
- ✓ Targeting an Audience with Experiences.
- ✓ Marketing/Branding Your Content.
- ✓ Creating a Core Creative Concept.
- ✓ The Identity Experience.
- ✓ Media Concepts.

Preparing and Planning Content for Your Audience:

- ✓ What content is applicable to your audience?
- ✓ How your audience absorbs content.
- ✓ Optimize your topic and content relevance to maintain ready-to-go research.

- ✓ Tips on what makes an effective content creation strategy.

The Content Creation Toolkit:

- ✓ Different types of content: written, visual, video, audio, and more.
- ✓ Sources for free content templates.
- ✓ Customize your templates and set guidelines for multiple users.
- ✓ Toolkit: Budget-friendly resources and tools to create content.

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✓ 05 Day Five

Different Types of Social Media Content:

- ✓ Different types of content.
- ✓ Best and bad practice examples of how content has been used.
- ✓ Best practices for reusing your content efficiently.

Create Engaging Visuals for Social Media:

- ✓ How visuals can support your message across social media.
- ✓ Valuable guidelines to adapt your visuals for your different social channels.
- ✓ What makes a great visual: themes, subject, composition, and color palette.
- ✓ Maintaining quality with the proper size ratio and image-to-text ratio.

Experiences and Voice:

- ✓ What Are Experiences?
- ✓ Why Do Experiences Matter?
- ✓ Understanding the Experiences.
- ✓ How Experiences Apply to Content.
- ✓ Development of Tone and Voice.
- ✓ Importance of a Unique Content Voice.
- ✓ Best Practices for Professional Writing.

✓ Using a Story Arc with Content.

Final Project: At the end of this training program, participants will be required to develop an advanced content strategy for this organization and to practice the skills they acquired during the training program.

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Aug. 9, 2027	Aug. 13, 2027	5 days	4950.00 \$	England , London
Jan. 11, 2027	Jan. 15, 2027	5 days	4250.00 \$	UAE , Dubai
May 3, 2027	May 7, 2027	5 days	4250.00 \$	UAE , Dubai
Nov. 23, 2026	Nov. 27, 2026	5 days	4250.00 \$	UAE , Dubai

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