



Sales, Marketing and Customer Service

## **Mastering Social Media Marketing and content creation**

# Course Introduction

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## 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 massive audience.

This training program will also provide participants with the key concepts on 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 audience's experience. This program will discuss some of the best practices across content types to develop awareness and build trust with target audience.

## Target Audience

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- 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

# Learning Objectives

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- Gain an understanding of the concepts of digital marketing and the changes it has brought to marketing business.
- Master Discovering and Reaching Online Target Audience.
- Identify different social media platforms, and how to use them perfectly for marketing.
- Understand and apply Digital Advertising strategies.
- Develop integrated Social Media strategy.
- Define what Content Strategy is and its importance in engaging the audience.
- Apply strategies that enables one to capture and engage the audience.
- Design a core creative concept for a content brand.
- Review best and bad practice 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

## Course Outline

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### • 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.

## • 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, Advertisement Management.
- Instagram Features: Third Party Apps, Best Practices, Advertising Types, Advertisement Management.
- Twitter Features: Chat, Profile set-up, Lists, Advertising Types, 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.

## • 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.

## • 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 for 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.

## **• 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 about re-using 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, 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 organizations, to practice the skills they acquired during the training program

## Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 21, 2025	April 25, 2025	5 days	4250.00 \$	UAE - Dubai
July 28, 2025	Aug. 1, 2025	5 days	4950.00 \$	England - London
Nov. 17, 2025	Nov. 21, 2025	5 days	4250.00 \$	UAE - Dubai
Nov. 30, 2025	Dec. 4, 2025	5 days	2150.00 \$	Virtual - Online