Course Description: The Social Media Marketing Training course is designed to provide participants with a comprehensive understanding of social media platforms and strategies to effectively market products and services in the digital landscape. Participants will learn how to leverage social media platforms, create engaging content, build a strong online presence, and implement targeted advertising campaigns to reach and engage their target audience.

Social Media Marketing Training

Module 1: Introduction to Social Media Marketing

- Overview of social media platforms and their significance
- Understanding the role of social media in marketing
- Exploring current social media marketing trends

Module 2: Social Media Strategy Development

- Defining goals and objectives for social media marketing
- Identifying target audience and creating buyer personas
- Developing a comprehensive social media marketing plan

Module 3: Content Creation and Curation

- Creating compelling and shareable content for social media
- Planning and scheduling social media content
- Implementing content curation strategies

Module 4: Building and Engaging a Social Media Community

- Growing social media followers and engagement
- Building brand advocacy and online community
- Handling customer inquiries and feedback on social media

Module 5: Social Media Advertising

- Understanding social media advertising platforms (Facebook Ads, Instagram Ads, etc.)
- Setting up targeted advertising campaigns
- Optimizing ad performance and measuring ROI

Module 6: Influencer Marketing

- Identifying and collaborating with influencers in the industry
- Developing influencer marketing strategies
- Managing influencer partnerships and measuring effectiveness

Module 7: Social Media Analytics and Reporting

- Tracking and analyzing social media metrics
- Understanding key performance indicators (KPIs)
- Generating social media reports and insights

Address: 211, Pinnacle Sheikh Zayed Road, Al Barsha 1
Dubai, United Arab Emirates
PO Box No. 450450

+971-552048878

info@orbittraining.ae

www.orbittraining.ae

- ➢ **Module 8: Social Media Listening and Reputation Management**
- ➢ Monitoring social media conversations and mentions
- ➢ Managing online reputation and handling crises
- ➢ Implementing social media listening tools and techniques

Module 9: Social Media for Customer Relationship Management (CRM)

- ➢ Using social media for customer engagement and support
- ➢ Implementing social media CRM strategies
- ➢ Utilizing social media for customer feedback and insights

Module 10: Emerging Trends in Social Media Marketing

- ➢ Exploring emerging social media platforms and features
- ➢ Understanding the impact of AI and chatbots on social media marketing
- ➢ Staying updated with the latest trends and best practices

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