

# SOCIAL MEDIA MARKETING



**DURATION: 2 Days**

## **COURSE OVERVIEW**

Moving forward in Social Media Marketing requires the implementation of different methodologies and strategies on each platform. Some businesses are making their presence in Social Media and creating awareness about the product and services, yet the struggle is still there for most businesses who are having difficulties in understanding the platform mechanism, to create the right strategy and implement it. This training program will provide an in-depth understanding and show the path on how to be successful in Social Media Marketing for the participants.

## **TARGET AUDIENCE**

Managers, executives, sales and marketing team who want to generate more brand exposure and leads.

## **LEARNING OUTCOMES**

- Create wider brand exposure
- Connect with customer on daily basis
- Expand business globally
- Generate high quality referrals and leads
- Build new local/ international business collaborations
- Effectively measure your marketing efforts and ROI

## **COURSE OUTLINE**

- Introduction to social media marketing and principles of social media
- Facebook marketing
- Instagram marketing
- Twitter marketing
- LinkedIn marketing
- Pinterest marketing
- YouTube marketing