

Course No. 1802

Social Media Marketing & Management Training Course

**DIGITAL & SOCIAL MEDIA MARKETING
SALES, MARKETING & CUSTOMER EXPERIENCE**

DURATION

5 Days

DELIVERY

Classroom



Course Overview

The Social Media Marketing & Management Training Course is a professional program designed to develop the strategic, creative, analytical, and managerial capabilities required to build and manage effective social media marketing programs. The course focuses on using social media strategically to strengthen brand presence, engage target audiences, generate leads, support customer relationships, and contribute to measurable business and organizational objectives.

Social media has become an essential communication and marketing channel for organizations across government, financial services, oil and gas, industrial, technology, and commercial sectors. Effective social media management requires more than publishing content; it requires audience understanding, strategic planning, content development, platform selection, community management, paid campaign management, performance measurement, and continuous optimization.

The program provides practical frameworks for developing social media strategies, identifying target audiences, creating content plans, managing social media platforms, developing engaging content, implementing paid campaigns, managing online communities, responding to customer interactions, protecting brand reputation, and analyzing social media performance.

The course is suitable for marketing and communications professionals, social media managers, digital marketing specialists, brand managers, customer experience teams, public relations professionals, business development professionals, and executives responsible for digital presence and organizational communication.

Objectives

- By the end of the course, participants will be able to:
- Analyze social media trends, audience behaviors, and platform characteristics to support marketing decisions.
- Develop comprehensive social media strategies aligned with organizational and marketing objectives.
- Identify target audiences and develop relevant audience profiles and engagement approaches.
- Design structured content strategies based on business objectives, customer needs, and brand

positioning.

- Apply effective content planning and social media publishing techniques.
- Develop engaging social media content adapted to different platforms and audience segments.
- Implement social media advertising strategies to support awareness, engagement, lead generation, and conversion.
- Manage online communities and customer interactions professionally.
- Monitor social media conversations and identify opportunities, emerging issues, and reputational risks.
- Evaluate social media performance using relevant metrics and analytical tools.
- Optimize social media campaigns and content based on performance data.
- Prepare an integrated social media marketing and management plan with measurable objectives and performance indicators.

Who Should Attend

This course is designed for professionals responsible for digital marketing, social media, communications, brand management, customer engagement, and online reputation. It is particularly suitable for Social Media Managers, Digital Marketing Managers, Marketing Specialists, Communications Officers, Brand Managers, Content Managers, Public Relations Professionals, Customer Experience Professionals, and Business Development Specialists.

The program is also relevant to marketing directors, communications managers, executives, entrepreneurs, and decision makers who need to understand how social media can support organizational visibility, customer engagement, reputation, lead generation, and business growth.

Learning Outcomes

- Upon completion of the course, participants will be able to:
- Develop strategic social media marketing plans aligned with organizational objectives.
- Identify and segment target audiences across relevant social platforms.
- Select appropriate social media platforms according to audience, objectives, and content type.
- Develop structured content strategies and editorial calendars.
- Create engaging and brand-consistent social media content.

- Manage social media accounts and publishing workflows effectively.
- Develop and manage paid social media campaigns.
- Define campaign objectives, audiences, budgets, and performance indicators.
- Manage online communities and customer interactions professionally.
- Monitor brand conversations and identify emerging reputational issues.
- Analyze social media metrics and campaign performance.
- Calculate and evaluate meaningful engagement, reach, conversion, and return indicators.
- Optimize campaigns and content using performance insights.
- Develop practical social media strategies for awareness, engagement, customer acquisition, and growth.

Course Outline

DAY 01

Social Media Marketing Strategy & Digital Audience Management

- Understanding the role of social media in modern marketing.
- Social media marketing versus traditional marketing.
- Understanding major social media platforms and their characteristics.
- Analyzing digital audience behavior and customer expectations.
- Identifying target audiences and developing audience profiles.
- Customer journey and social media touchpoints.
- Setting social media marketing objectives.
- Aligning social media objectives with organizational and business goals.
- Competitor and industry social media analysis.
- Identifying opportunities and challenges across social platforms.
- Developing a strategic social media framework.

PRACTICAL APPLICATION

Conduct a social media audit and develop strategic priorities for a selected organization or brand.

DAY 02

Content Strategy, Planning & Social Media Management

- Principles of effective social media content strategy.
- Developing content pillars and thematic areas.
- Creating content aligned with audience interests and organizational objectives.
- Content formats and their appropriate applications.
- Writing effective social media copy.
- Developing visual and multimedia content concepts.
- Storytelling and audience engagement techniques.
- Creating editorial and publishing calendars.
- Managing content workflows and approval processes.
- Maintaining brand consistency across social platforms.
- Content distribution and publishing optimization.

PRACTICAL APPLICATION

Develop a monthly social media content strategy and editorial calendar for a selected organization.

DAY 03

Social Media Campaigns, Advertising & Audience Engagement

- Principles of social media advertising.
- Organic versus paid social media strategies.
- Campaign objectives and conversion goals.
- Audience targeting and segmentation.
- Developing effective campaign messages and creative concepts.
- Budget allocation and campaign planning.
- Lead generation and customer acquisition campaigns.
- Engagement and awareness campaigns.
- Retargeting and audience re-engagement strategies.
- Managing social media communities and customer conversations.

DAY 03 — CONTINUED

- Responding to inquiries, complaints, and sensitive interactions.

PRACTICAL APPLICATION

Design a complete social media campaign including objectives, audience, content, budget, targeting, call to action, and performance indicators.

DAY 04

Social Media Analytics, Reputation & Performance Management

- Understanding social media analytics and performance measurement.
- Key performance indicators for social media marketing.
- Measuring reach, impressions, engagement, traffic, leads, conversions, and audience growth.
- Evaluating content performance.
- Comparing campaign results against objectives.
- Identifying high-performing and underperforming content.
- Social listening and monitoring online conversations.
- Identifying customer sentiment and emerging trends.
- Managing social media reputation risks.
- Responding to negative feedback and potential crises.
- Developing performance reports for management.

PRACTICAL APPLICATION

Analyze a social media performance report, identify performance gaps, and develop optimization recommendations.

DAY 05

Advanced Social Media Management & Integrated Digital Growth

- Integrating social media with broader digital marketing strategies.
- Connecting social media with websites, customer relationship management, email marketing, and sales activities.
- Developing social media strategies for customer acquisition and retention.
- Building long-term audience engagement.
- Influencer and strategic partnership considerations.
- Developing social media campaigns for products, services, events, and corporate initiatives.
- Optimizing content and advertising using data-driven insights.
- Managing social media resources, responsibilities, and workflows.
- Establishing governance, policies, and approval mechanisms.
- Developing social media performance dashboards.
- Continuous improvement and optimization of social media activities.
- Final practical workshop: Develop an integrated Social Media Marketing & Management Plan covering objectives, audience segmentation, platform strategy, content pillars, editorial calendar, campaign strategy, paid advertising, community management, reputation management, performance indicators, analytics, governance, and optimization priorities.

Register or Request More Information

Course page: <https://quest-training.com/courses/social-media-marketing-management-training-course>

Website: <https://quest-training.com>

Email: info@quest-training.com

Phone: +905016771440