

Comprehensive Social Media Training and Understanding

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Accra (Ghana)

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Days 3-9: Platform-Specific Marketing

- Content Creation Fundamentals: Writing compelling copy, visual content design, and user-generated content strategies.
- Facebook Marketing: Page optimization, engaging posts, Groups, Live, and Stories.
- Instagram Marketing: Profile optimization, Reels, Stories, and hashtag strategies.
- Twitter Marketing: Tweeting effectively, audience engagement, chats, trends, and ads.
- LinkedIn Marketing: Profile optimization, B2B content strategies, networking, and advertising.
- YouTube Marketing: Channel optimization, video SEO, and advertising.
- TikTok and Emerging Platforms: Algorithm insights, viral content creation, and strategy adaptation.

Days 10-11: Social Media Advertising

- Fundamentals of social media advertising: ad accounts, targeting, formats.
- Advanced strategies on Facebook and Instagram: custom audiences, lookalikes, retargeting, A/B testing, and Ads Manager mastery.

Day 12: Social Media Analytics and Reporting

- Tracking KPIs using native and third-party analytics tools.
- Creating insightful reports to guide decision-making.

Days 13-15: Engagement, Listening, and Customer Care

- Social listening and reputation management.
- Influencer marketing: partnerships, success measurement, and legal considerations.
- Social customer service best practices and performance tracking.

Days 16-17: Tools, Automation, and Social Commerce

- Managing platforms efficiently using scheduling and automation tools.
- Introduction to chatbots, AI, and social selling techniques.
- Setting up social commerce channels and measuring performance.

Days 18-19: Content Optimization and ROI

- Optimizing content and profiles for SEO.
- Calculating social media ROI and attributing value to campaigns.
- Presenting actionable insights to stakeholders.

Day 20: Future Trends in Social Media Marketing

- Exploring AR, VR, and emerging technologies.
- Privacy, data regulations, and ethical considerations.
- Preparing strategies for the evolving social media landscape.

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A graphic of a chessboard with several chess pieces. A gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. The board is checkered, and there are concentric circles in the background.

Individual Impact

- Confidently plan, execute, and optimize campaigns across multiple platforms.
- Produce measurable results that demonstrate the value of social media initiatives.
- Enhance creativity, analytical skills, and strategic thinking.

Organizational Impact

- Boost brand visibility and engagement across social channels.
- Optimize advertising budgets and improve ROI.
- Strengthen online reputation management and community engagement.
- Stay ahead of trends with strategies adaptable to evolving platforms.

Training Methodology

- Interactive workshops with practical exercises.
- Real-world case studies and campaign simulations.
- Hands-on assignments including content creation, advertising, and analytics.
- Peer discussions and structured feedback to reinforce learning.

Beyond the Course

Participants will leave equipped to:

- Build data-driven social media strategies tailored to business goals.
- Produce engaging content and campaigns across diverse platforms.
- Analyze performance metrics and optimize campaigns for maximum impact.
- Apply future-focused strategies to stay competitive in the ever-changing social media landscape.

A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) on it, set against a background of concentric circles.

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