Online Brand Management Training Course

Professional Development Training Course Outline

Category	General Training	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s hyper-connected digital economy, Online Brand Management has become a critical driver of business success. Brands are no longer shaped by companies alone but by conversations, reviews, social media engagement, influencer impact, and customer experiences across digital platforms. Online Brand Management Training Course is designed to equip learners with cutting-edge skills in digital branding, reputation management, social media strategy, content marketing, and online visibility optimization to build powerful, trusted, and scalable brands.

With the rise of AI-driven marketing, SEO evolution, and omnichannel customer journeys, organizations need professionals who can strategically manage brand identity, online reputation, customer perception, and digital engagement ecosystems. This course delivers practical, industry-relevant knowledge to help participants master brand storytelling, crisis management, influencer marketing, and performance analytics for sustained digital brand growth.

Programme Curriculum

Online Brand Management Training Course

Introduction

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engagement ecosystems. This course delivers practical, industry-relevant knowledge to help participants master brand storytelling, crisis management, influencer marketing, and performance analytics for sustained digital brand growth.

Course Duration

5 days

Course Objectives

1. Master digital brand strategy development
2. Understand online reputation management (ORM) systems
3. Build strong social media branding campaigns
4. Apply advanced SEO for brand visibility
5. Develop content marketing strategies for engagement
6. Manage brand identity across digital platforms
7. Execute influencer marketing collaborations
8. Learn crisis communication and brand damage control
9. Analyze brand performance using analytics tools
10. Implement customer engagement and retention strategies
11. Optimize search engine branding presence
12. Build personal branding and corporate branding synergy
13. Use AI tools for digital brand optimization and automation

Target Audience

1. Marketing professionals
2. Digital marketing specialists
3. Brand managers and executives
4. Entrepreneurs and startup founders
5. Social media managers
6. Public relations officers
7. Business development professionals
8. Students pursuing marketing or communications

Course Modules

Module 1: Fundamentals of Online Brand Management

- Understanding brand identity and positioning
- Digital branding vs traditional branding
- Brand value creation in online ecosystems
- Importance of customer perception management
- Role of storytelling in brand building
- **Case Study:** Apple’s global brand consistency strategy across digital platforms

Module 2: Digital Brand Strategy Development

- Strategic brand planning frameworks
- Defining target audience personas
- Competitive brand analysis
- Omnichannel brand alignment

- Brand value proposition design
- **Case Study:** Nike’s digital-first branding transformation

Module 3: Social Media Brand Management

- Platform-specific branding techniques
- Content planning and scheduling strategies
- Community engagement building
- Viral marketing tactics
- Social listening and monitoring
- **Case Study:** Coca-Cola’s social media storytelling campaigns

Module 4: Search Engine Branding & SEO

- SEO fundamentals for brand visibility
- Keyword strategy and optimization
- On-page and off-page SEO branding
- Google ranking improvement techniques
- Brand SERP (Search Engine Results Page) management
- **Case Study:** Amazon’s dominance in search engine branding

Module 5: Content Marketing & Brand Storytelling

- Content strategy development
- Blog, video, and multimedia branding
- Emotional storytelling techniques
- Evergreen content creation
- Content distribution channels
- **Case Study:** Red Bull’s extreme lifestyle content branding

Module 6: Online Reputation Management (ORM)

- Monitoring brand reputation online
- Handling negative reviews and feedback
- Crisis communication strategies
- Review management systems
- Sentiment analysis tools
- **Case Study:** Samsung Galaxy Note crisis recovery strategy

Module 7: Influencer & Affiliate Brand Marketing

- Influencer identification and collaboration
- Affiliate marketing integration
- Micro vs macro influencer strategies
- Campaign tracking and ROI measurement
- Authenticity in influencer partnerships
- **Case Study:** Fashion Nova influencer marketing success model

Module 8: Analytics, AI & Brand Optimization

- Brand performance analytics tools
- AI-driven marketing automation

- Customer behavior tracking
- Conversion optimization techniques
- Predictive branding insights
- **Case Study:** Netflix data-driven personalization branding strategy

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com