Social Media Analytics 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 digital-first economy, Social Media Analytics has become a critical driver of data-informed marketing, brand growth, and customer engagement. Businesses across industries are leveraging platforms like Facebook, Instagram, LinkedIn, TikTok, and X (Twitter) to extract actionable insights from user behavior, campaign performance, and audience sentiment. Social Media Analytics Training Course is designed to equip learners with advanced skills in social media data analysis, performance tracking, KPI measurement, and digital marketing intelligence, enabling them to transform raw social data into strategic business decisions.

With the rise of AI-powered analytics, predictive modeling, and real-time social listening tools, organizations are prioritizing professionals who can interpret complex datasets and optimize campaigns for maximum ROI. This course provides hands-on exposure to industry-leading tools such as Meta Business Suite, Google Analytics 4, Sprout Social, and Hootsuite Analytics. Learners will gain expertise in data visualization, engagement metrics, sentiment analysis, influencer tracking, and conversion optimization, making them highly competitive in the evolving digital marketing landscape.

Programme Curriculum

Social Media Analytics Training Course

Introduction

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Course Duration

5 days

Course Objectives

1. Master Social Media KPIs and performance metrics tracking
2. Understand Meta Analytics and Instagram Insights optimization
3. Apply data-driven digital marketing strategies
4. Perform sentiment analysis and social listening
5. Use AI-powered marketing analytics tools
6. Build real-time campaign performance dashboards
7. Optimize ROI-driven social media campaigns
8. Analyze audience behavior and engagement patterns
9. Implement predictive analytics in social media marketing
10. Develop content performance measurement techniques
11. Track influencer marketing analytics and ROI
12. Use conversion rate optimization (CRO) techniques
13. Create advanced reporting using data visualization tools

Target Audience

1. Digital Marketing Professionals
2. Social Media Managers
3. Business Analysts
4. Data Analysts and Data Scientists
5. Content Creators and Influencers
6. Brand Managers and PR Specialists
7. Marketing Students and Graduates
8. Entrepreneurs and Startup Founders

Course Modules

Module 1: Foundations of Social Media Analytics

- Introduction to social media ecosystems
- Understanding engagement metrics
- Overview of analytics platforms
- Data types in social media marketing
- KPI identification and benchmarking
- **Case Study:** Coca-Cola’s global engagement tracking strategy using multi-platform analytics.

Module 2: Meta & Platform Analytics Mastery

- Facebook Insights and Instagram Analytics

- TikTok Analytics breakdown
- LinkedIn performance tracking
- YouTube Studio analytics
- Cross-platform comparison techniques
- **Case Study:** Nike’s Instagram campaign optimization using Meta Insights.

Module 3: Social Listening & Sentiment Analysis

- Brand monitoring techniques
- Sentiment scoring models
- Crisis detection through analytics
- Consumer feedback mapping
- AI-based listening tools
- **Case Study:** Netflix audience sentiment tracking during major releases.

Module 4: Data Visualization & Dashboarding

- Power BI for social analytics
- Google Data Studio reporting
- KPI dashboards design principles
- Real-time analytics visualization
- Automated reporting systems
- **Case Study:** Spotify Wrapped data storytelling dashboard.

Module 5: Campaign Performance Optimization

- A/B testing for social ads
- Conversion tracking methods
- Engagement rate optimization
- Ad performance metrics
- Budget allocation strategies
- **Case Study:** Airbnb’s performance-driven ad optimization strategy.

Module 6: Influencer & Content Analytics

- Influencer ROI measurement
- Engagement authenticity detection
- Content virality analysis
- Hashtag performance tracking
- Audience segmentation models
- **Case Study:** Gymshark influencer marketing analytics success.

Module 7: Predictive & AI Analytics

- Machine learning in social analytics
- Trend forecasting models
- User behavior prediction
- Recommendation systems
- AI-based campaign optimization
- **Case Study:** Amazon predictive recommendation system influence on social ads.

Module 8: Advanced Reporting & Strategy Building

- Strategic marketing reports
- Executive dashboards creation
- Competitive benchmarking
- Multi-channel reporting integration
- Business decision mapping
- **Case Study:** Starbucks data-driven loyalty and campaign strategy optimization.

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
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