Social Media Campaign Planning 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

Social media has evolved into one of the most powerful digital ecosystems for brand growth, customer engagement, and performance marketing. Modern campaigns require more than content posting they demand strategic planning, audience intelligence, data-driven decision-making, and platform-native creativity. Social Media Campaign Planning Training Course equips learners with the skills to design, execute, optimize, and scale high-impact campaigns across major platforms such as Meta (Facebook & Instagram), TikTok, LinkedIn, and X.

In today's competitive digital landscape, brands that succeed are those that integrate performance marketing, storytelling, influencer collaboration, AI-driven analytics, and conversion optimization into their campaign strategies. This course focuses on building end-to-end competency from ideation and audience segmentation to media planning, budgeting, A/B testing, and ROI measurement ensuring participants can deliver high-performing, scalable, and conversion-focused social media campaigns aligned with business goals.

Programme Curriculum

Social Media Campaign Planning Training Course

Introduction

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Course Duration

5 days

Course Objectives

1. Master social media campaign strategy development
2. Understand audience targeting and psychographic segmentation
3. Learn Meta Ads Manager optimization techniques
4. Apply performance marketing and conversion tracking
5. Develop content strategy for viral engagement
6. Execute multi-platform campaign integration
7. Use data analytics for campaign optimization
8. Build brand storytelling frameworks for social media
9. Implement A/B testing and growth hacking techniques
10. Optimize ROI-driven paid advertising campaigns
11. Design funnel-based marketing strategies
12. Leverage AI tools for social media content creation
13. Manage influencer marketing and UGC campaign strategies

Target Audience

1. Digital Marketing Beginners
2. Social Media Managers
3. Business Owners & Entrepreneurs
4. Content Creators & Influencers
5. Marketing Students & Graduates
6. E-commerce Store Owners
7. Advertising & Media Professionals
8. Freelancers in Digital Marketing

Course Modules

Module 1: Foundations of Social Media Campaign Planning

- Understanding campaign lifecycle and objectives
- Platform overview-Meta, TikTok, LinkedIn, X
- Campaign KPIs and success metrics
- Budget allocation strategies
- Case Study: Nike’s global storytelling campaign strategy

Module 2: Audience Research & Segmentation

- Demographics vs psychographics targeting
- Customer persona development
- Behavioral targeting techniques

- Social listening tools usage
- Case Study: Spotify Wrapped personalization strategy

Module 3: Content Strategy & Creative Planning

- Viral content frameworks
- Hook, story, offer structure
- Content calendar planning
- Visual branding consistency
- Case Study: Red Bull extreme sports content domination

Module 4: Paid Advertising & Meta Ads Strategy

- Meta Ads Manager setup
- Campaign objectives optimization
- Retargeting & lookalike audiences
- Budget bidding strategies
- Case Study: Airbnb performance ad scaling strategy

Module 5: Funnel Marketing & Conversion Optimization

- TOFU, MOFU, BOFU structure
- Landing page alignment
- Lead generation strategies
- Conversion rate optimization (CRO)
- Case Study: Shopify merchant funnel optimization success

Module 6: Influencer & UGC Campaigns

- Influencer selection strategy
- Micro vs macro influencer marketing
- UGC campaign design
- Brand collaboration frameworks
- Case Study: Gymshark influencer growth model

Module 7: Analytics, Reporting & Optimization

- Social media analytics tools
- KPI dashboards creation
- ROI and ROAS measurement
- A/B testing campaigns
- Case Study: Coca-Cola digital campaign analytics optimization

Module 8: AI, Automation & Future Trends

- AI content generation tools
- Chatbots and automation workflows
- Predictive analytics in marketing
- Social commerce integration
- Case Study: Sephora AI-driven personalization 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
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

Start Date	End Date	Location	Price
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