Social Media 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 digital-first economy, Social Media Management has become a core driver of brand growth, audience engagement, and revenue generation. Businesses across industries rely on platforms like Facebook, Instagram, TikTok, LinkedIn, X (Twitter), and YouTube to build visibility, generate leads, and create viral brand awareness. Social Media Management Training Course is designed to equip learners with cutting-edge skills in content strategy, influencer marketing, paid ads, analytics, and community building using the latest AI-powered tools and platform algorithms.

This program delivers hands-on expertise in social media optimization (SMO), content creation, digital storytelling, performance marketing, and social listening strategies. Participants will learn how to design high-converting campaigns, grow organic reach, and leverage data-driven insights for maximum ROI. By the end of the course, learners will be able to manage professional accounts, execute viral campaigns, and implement advanced social media monetization strategies aligned with global industry standards.

Programme Curriculum

Social Media Management Training Course

Introduction

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Course Duration

5 days

Course Objectives

1. Master Social Media Strategy Development
2. Understand Algorithm Optimization
3. Build High-Converting Content Marketing Funnels
4. Apply Influencer Marketing & Creator Economy Strategies
5. Execute Paid Ads Campaigns
6. Develop Brand Positioning & Digital Identity
7. Use AI Tools for Content Creation & Automation
8. Perform Social Media Analytics & KPI Tracking
9. Optimize Engagement Rate & Audience Growth
10. Implement Viral Marketing Techniques
11. Manage Online Reputation & Crisis Communication
12. Build Community Management Systems
13. Drive Lead Generation & Social Commerce Sales

Target Audience

1. Marketing students & fresh graduates
2. Small business owners & entrepreneurs
3. Digital marketing beginners
4. Content creators & influencers
5. Freelancers in social media services
6. Corporate marketing teams
7. E-commerce store owners
8. Career switchers into digital marketing

Course Modules

Module 1: Social Media Fundamentals & Ecosystem

- Evolution of social media platforms
- Understanding algorithms & ranking signals
- Platform comparison
- Audience behavior analysis
- Social media KPIs and metrics
- **Case Study:** Netflix’s global engagement strategy across Instagram & Twitter

Module 2: Content Strategy & Viral Marketing

- Content planning frameworks
- Viral content psychology
- Storytelling for brands
- Content calendars & scheduling tools

- Trend-jacking strategies
- **Case Study:** Duolingo TikTok viral marketing strategy

Module 3: Meta & Instagram Marketing Mastery

- Instagram Reels growth strategy
- Facebook page optimization
- Meta Business Suite usage
- Community engagement tactics
- Organic reach vs paid reach
- **Case Study:** Nike Instagram storytelling campaigns

Module 4: Paid Advertising & Performance Marketing

- Meta Ads Manager deep dive
- TikTok Ads structure
- Audience targeting & retargeting
- Conversion tracking
- Budget optimization techniques
- **Case Study:** Shopify performance ads scaling strategy

Module 5: Influencer & Affiliate Marketing

- Influencer identification tools
- Micro vs macro influencers
- Affiliate marketing systems
- Negotiation & collaboration strategies
- ROI measurement
- **Case Study:** Gymshark influencer marketing success model

Module 6: Analytics, Insights & Data-Driven Growth

- Google Analytics & platform insights
- Engagement rate optimization
- A/B testing content formats
- Reporting dashboards
- Social listening tools
- **Case Study:** Spotify Wrapped data storytelling strategy

Module 7: AI Tools & Automation in Social Media

- AI content generation tools
- Chatbots for engagement
- Scheduling automation tools
- Predictive analytics in marketing
- AI video editing tools
- **Case Study:** Coca-Cola AI-driven personalized campaigns

Module 8: Social Commerce & Monetization

- Instagram & Facebook Shops setup
- Conversion funnel optimization

- Lead generation strategies
- Subscription & membership models
- Digital product selling via social media
- **Case Study:** Kylie Cosmetics social commerce domination 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