Training Course on Social Media Marketing Mastery

Professional Development Training Course Outline

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

Course Introduction

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Programme Curriculum

Social Media Marketing Mastery Training Course

Introduction

In today's digital ecosystem, mastering social media marketing has become paramount for brands seeking to build meaningful connections and drive engagement across diverse platforms. This comprehensive training course, "Social Media Marketing Mastery: Platform-Specific Strategies," empowers participants with cutting-edge techniques for Instagram, TikTok, LinkedIn, Facebook, Twitter, and emerging platforms. Through strategic content creation, community management, and data-driven optimization, participants will learn to develop and execute platform-specific campaigns that maximize reach, engagement, and conversion rates while building authentic brand presence.

This intensive program combines platform-specific best practices with advanced content strategy, influencer collaboration, and social analytics. We deep dive into algorithmic understanding, viral content creation, social listening, and cross-platform integration strategies. Participants will master the art of social storytelling, audience targeting, paid social advertising, and performance optimization while staying ahead of emerging trends and platform updates. Through hands-on workshops, case studies, and real-time campaign development, participants will acquire the skills needed to create and manage successful social media strategies that drive measurable business results across multiple platforms.

Course Objectives:

1. Master platform-specific content creation and optimization strategies
2. Implement advanced social media advertising campaigns
3. Develop effective influencer marketing partnerships
4. Execute community management and engagement tactics
5. Utilize social media analytics for performance optimization

6. Implement viral content creation strategies
7. Create cross-platform marketing integration plans
8. Optimize social media conversion funnels
9. Implement social listening and reputation management
10. Develop social commerce strategies
11. Execute crisis management protocols
12. Implement social media compliance and governance
13. Create platform-specific growth hacking strategies

Target Audience:

- Digital Marketing Professionals
- Brand Managers
- Content Creators and Influencers
- Business Owners and Entrepreneurs
- Community Managers
- PR Specialists
- Marketing Coordinators
- Social Media Consultants

Course Duration: 5 Days

Course Modules:

- **Module 1: Social Media Strategy Fundamentals**
- Understanding platform-specific algorithms and behaviors.
- Developing comprehensive social media strategies.
- Creating brand voice and content guidelines.
- Implementing platform selection criteria.
- Analyzing competitor social presence.

Module 2: Facebook, Instagram, TikTok, and LinkedIn Marketing

- Optimizing company pages and personal profiles.
- Creating thought leadership content.
- Implementing effective advertising strategies.
- Building professional networks and communities.
- Utilizing analytics and insights for growth.

Module 3: Content Creation and Optimization

- Developing platform-specific content calendars.
- Crafting engaging visual and video content.
- Optimizing content for each platform.
- Managing content distribution strategies.
- Analyzing audience engagement metrics.

Module 4: Social Media Advertising

- Creating targeted ad campaigns for various platforms.
- Implementing audience targeting and segmentation strategies.
- Managing ad budgets and performance metrics.

- Optimizing ad performance based on analytics.
- Analyzing advertising ROI for future strategies.

Module 5: Influencer Marketing Strategies

- Identifying and vetting potential influencers.
- Creating effective influencer campaign briefs.
- Managing influencer relationships and collaborations.
- Measuring the success of influencer campaigns.
- Implementing compliance with FTC guidelines.

Module 6: Community Management

- Developing engagement and outreach strategies.
- Managing social media conversations effectively.
- Implementing response protocols for crises.
- Building brand advocacy programs online.
- Nurturing and managing online communities.

Module 7: Social Media Analytics

- Setting up tracking and measurement systems.
- Analyzing platform-specific performance metrics.
- Creating comprehensive performance reports.
- Implementing A/B testing for content optimization.
- Utilizing data insights to refine strategies.

Module 8: Crisis Management and Compliance

- Developing proactive crisis response plans.
- Implementing monitoring systems for potential issues.
- Managing reputation and communication strategies.
- Creating response protocols for various scenarios.
- Understanding platform policies and data privacy compliance.

Training Methodology:

- Interactive Workshops: Platform-specific hands-on training sessions
- Live Campaign Development: Real-time campaign creation and optimization
- Case Studies: Analysis of successful social media campaigns
- Platform Demonstrations: Practical platform feature utilization
- Expert Sessions: Insights from platform specialists
- Group Projects: Collaborative campaign development
- Strategy Planning: Development of platform-specific strategies
- Tools Training: Social media management and analytics tools
- Content Creation Labs: Hands-on content development sessions
- Performance Analysis: Metrics and analytics interpretation

Register as a group from 3 participants for a Discount

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

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

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

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