

€ TRAINING

Social Media and Digital Marketing



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Introduction

Social media marketing is one of the most important digital marketing channels. Social media marketing uses social media platforms to create awareness about the product. Digital Marketing uses online and offline channels to promote products to the customer.

Course Objectives

At the end of this course the participants will be able to:

- Will be able to optimize your ads for increased conversions and engagement.
- Describe the field of social and digital marketing communication and explain the characteristics of successful campaigns.
- While social media marketing relies on social media channels, digital marketing covers more of the digital medium and even the offline world extending to SMS, radio, and TV.

Targeted Audience

- Digital and Social Media Specialists
- Choose the right channels
- Establish a posting schedule
- Public Relations Officers and Managers
- Internal Communications Practitioners
- Professionals Wanting to Improve Communications in their areas of responsibility

Course Outlines

Unit 1:

- An overview of the social media and digital marketing mix
- The role of promotion in Social and digital marketing
- The elements of the promotion mix
- Ad posting
- Personal selling
- Public relationship
- Sales promotion

Unit 2:

- Steps in creating an advertising campaign
- Situational analysis
- Social and Digital Marketing s objectives
- Social and Digital Marketing message objectives
- Social and Digital Marketing strategies
- Social and Digital Marketing budget
- Marketing communications media scheduling

- Marketing communication implementation, monitoring, and control
- The role of the advertising agency

Unit 3:

- Web-based advertising
- Multimedia messages
- Generate online traffic
- Increasing brand loyalty
- Assessing the competition

Unit 4:

- Increase your visibility
- Build relationships
- Selectively advertising
- Content marketing
- Video marketing
- Highlight your unusual skills

Unit 5:

- Search engine marketing
- Mobile Marketing
- Social Media Marketing
- Email Marketing
- Influencer Marketing
- Affiliate Marketing