

# € TRAINING

Social Media Sales and Marketing Mastery



20 - 24 July 2025  
Dubai (UAE)



# Social Media Sales and Marketing Mastery

REF: R2074 DATE: 20 - 24 July 2025 Venue: Dubai (UAE) - Fee: 4600 Euro

## Introduction:

Social media has revolutionized how businesses engage with customers and drive sales. Effective use of social media platforms enables organizations to connect with audiences, build brand awareness, and convert followers into loyal customers. This training program focuses on equipping participants with the skills to create impactful social media marketing strategies, optimize platform usage, and harness analytics to maximize sales and ROI.

## Program Objectives:

By the end of this program, participants will be able to:

- Identify the role of social media in modern sales and marketing.
- Develop tailored social media strategies aligned with business goals.
- Utilize platform-specific tools to increase engagement and reach.
- Create compelling content that drives customer interaction and conversion.
- Analyze and optimize social media campaigns for improved outcomes.

## Targeted Audience:

- Marketing professionals aiming to expand their social media expertise.
- Sales teams integrating digital channels into their strategies.
- Entrepreneurs seeking to leverage social media for business growth.
- Social media managers and content creators.
- Business development specialists targeting online audiences.

## Program Outline:

Unit 1:

### The Foundations of Social Media Marketing:

- Overview of social media's impact on sales and marketing.
- Understanding the demographics and behaviors of social media users.

- Key differences between major platforms and their business applications.
- Methods of setting measurable goals for social media campaigns.
- Integrating social media into overall marketing and sales strategies.

## Unit 2:

### Crafting Effective Social Media Strategies:

- Techniques of identifying and targeting specific audience segments.
- Building brand presence and credibility on social platforms.
- Selecting the right platforms for business objectives.
- Scheduling and managing consistent content delivery.
- Aligning social media efforts with brand messaging and values.

## Unit 3:

### Content Creation for Sales and Engagement:

- Frameworks for creating visually appealing and relevant content for platforms.
- How to write persuasive copy to encourage clicks and conversions.
- Incorporating user-generated content and testimonials.
- Utilizing video marketing and live sessions to boost engagement.
- Timing and frequency of posts to optimize audience interaction.

## Unit 4:

### Advanced Tools and Tactics for Conversion:

- Utilizing social media ads to target potential customers.
- Leveraging analytics tools to track performance and ROI.
- Social listening and community management for deeper connections.
- The role of using influencer partnerships to enhance reach and credibility.
- Strategies for driving traffic to websites and online stores.



## Unit 5:

### Measuring Success and Continuous Improvement:

- Setting KPIs for sales and marketing performance on social media.
- How to analyze campaign data to identify strengths and areas for improvement.
- Understanding conversion metrics and customer journey tracking.
- Refining strategies based on feedback and data insights.
- Effective reporting of the outcomes to stakeholders and aligning with future goals.