



SOCIAL MEDIA MARKETING

OVERVIEW

This course will provide you with a strategic approach to planning your social media marketing strategy and also the tactics to manage your campaigns to fully optimize the results.

OBJECTIVES

This course will guide you to:

- How to take a more strategic approach to plan using a social media marketing strategy
- How to manage social listening and deal with social media crisis
- How to manage communications through social media focusing on the social media networks
- How to reassure social media marketing to review and improve its effectiveness
- How to manage your company's presence on the main social networks

WHO SHOULD ATTEND

- Marketing Managers
- Public Relations (PR) Professionals
- Senior Operations Managers

WORKSHOP OUTLINE

- Module 1: Audit Social Media & Set Goals
- Module 2: Create Social Media Marketing Strategy
- Module 3: Social Media Listening & Crisis Management
- Module 4: Content Marketing Strategy
- Module 5: Define Your Social Media Communications Strategy
- Module 6: How To Manage The Main Social Networks
- Module 7: Social Media Optimisation



If you have any enquiries, please contact

+60 (3) 56213630 or

email: info@comfori.com

SBL CLAIMABLE

Registered with:



PSMB
APPROVED TRAINING
PROVIDER
CLASS A
(Serial No: 1631)

MINISTRY OF FINANCE
(MOF No: 357-02054304)

