

## Modules:-

**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 (SMO)**

# SOCIAL MEDIA MARKETING

COMFORI SDN BHD

## Objectives

- 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 measure social media marketing to review and improve its effectiveness
- How to manage your company's presence on the main social networks.

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.