



## Digital Marketing & Social Media Strategy

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## **Digital Marketing & Social Media Strategy**

**5 days training course**

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**For detailed information on training course dates, please click the link:**

**[Digital Marketing & Social Media Strategy.](#)**



### Target Audience:

This course is designed for marketing professionals, business owners, entrepreneurs, brand managers, and digital marketing professionals who are looking to enhance their understanding of digital marketing strategies and social media platforms. It is suitable for individuals in leadership or managerial positions responsible for driving digital marketing initiatives, developing social media strategies, or overseeing brand visibility in the digital space.

### Introduction:

The **Digital Marketing & Social Media Strategy** course provides participants with a comprehensive understanding of how to develop and implement successful digital marketing campaigns across various online platforms. This course focuses on the core elements of digital marketing, including social media, search engine optimization (SEO), content marketing, email marketing, and online advertising. Participants will learn how to effectively leverage digital tools and social media channels to enhance their brand's online presence, engage with audiences, and achieve business goals. By the end of the course, attendees will be equipped to create data-driven, strategic digital marketing plans that drive growth and customer engagement.

### Training Objectives:

- Understand the fundamentals of digital marketing and its importance in today's business landscape.
- Learn how to create a digital marketing strategy that aligns with organizational goals.
- Explore key digital marketing channels including SEO, social media, content marketing, and email marketing.
- Develop social media strategies for building brand awareness and customer engagement.
- Gain insights into digital analytics tools and how to measure the effectiveness of digital campaigns.
- Learn how to manage and optimize paid advertising across digital platforms.
- Explore the role of influencers and partnerships in digital marketing.
- Create an actionable, multi-channel digital marketing plan tailored to your business.

## Course Outline:

### Day 1: Introduction to Digital Marketing & Strategy Development

- Overview of digital marketing and its evolution
- Key components of digital marketing strategy
- Aligning digital marketing with overall business objectives
- Developing customer personas for digital campaigns
- Creating a digital marketing roadmap
- Practical exercise: Defining your digital marketing goals and objectives
- Case study: Examples of successful digital marketing strategies

### Day 2: Social Media Marketing Strategy

- The role of social media in digital marketing
- Choosing the right social media platforms for your brand
- Developing a social media content strategy
- Community building and engagement through social media
- Paid social media advertising: Facebook, Instagram, LinkedIn, etc.
- Practical exercise: Creating a social media campaign plan
- Case study: Best practices for social media marketing

### Day 3: Search Engine Optimization (SEO) & Content Marketing

- Introduction to SEO: On-page and off-page optimization
- Keyword research and creating an SEO strategy
- Content marketing fundamentals: Developing high-quality content
- Blog writing, video content, and other content types to attract customers
- Optimizing content for search engines
- Practical exercise: Conducting keyword research and creating an SEO-friendly content plan
- Case study: Successful content marketing campaigns

### Day 4: Paid Digital Advertising & Email Marketing

- Understanding digital advertising platforms: Google Ads, display ads, and social media ads
- Creating and managing paid advertising campaigns
- Budgeting and bidding strategies for paid ads
- Introduction to email marketing: Creating effective email campaigns
- Building and segmenting an email list for personalized marketing
- Practical exercise: Designing a paid advertising and email marketing campaign
- Case study: Leveraging paid advertising for growth

## Day 5: Analytics, Measurement, and Future Trends

- Introduction to digital marketing analytics tools
- Tracking performance metrics and KPIs (Key Performance Indicators)
- Google Analytics and social media analytics
- How to analyze campaign data and adjust strategies for better performance
- Future trends in digital marketing: AI, voice search, and video marketing
- Practical exercise: Analyzing campaign data and optimizing strategies
- Case study: Adapting digital marketing strategies based on data analysis

## DOCUMENTATION

The **MTC team** has meticulously prepared **high-quality training materials** for distribution to all delegates.

## CERTIFICATES

An **accredited Certificate of Completion** will be awarded to participants who successfully attend and complete the program.

## SCHEDULE

Course sessions are scheduled as follows:

- **Morning Session:** 09:00 AM – 1:00 PM
- **Afternoon Session:** 01:00 PM – 05:00 PM

## REGISTRATION & PAYMENT

To register, please complete the **registration form** available on the course page and submit it with your **preferred payment method**. Alternatively, you can contact us via **email or WhatsApp** for assistance.

## TRAVEL & TRANSPORT

We ensure a **seamless travel experience** by providing **airport-hotel-airport** transfers for all participants.