



Marketing and Media

Essentials for Social Media Branding tools and Techniques

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- Location: London
 - Date: From 20/1/2025 To 24/1/2025
 - Investment: \$5950 (Excluding VAT)



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ACADEMY


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Course Introduction

Essentials for Social Media Branding: Tools and Techniques is a 5-day intensive course designed to equip participants with the knowledge and skills to effectively leverage social media platforms for branding and marketing purposes. This course will cover the fundamentals of social media marketing, content creation, community management, and measurement and analytics.

Training Method

- Pre-assessment
 - Live group instruction
 - Use of real-world examples, case studies and exercises
 - Interactive participation and discussion
 - Power point presentation, LCD and flip chart
 - Group activities and tests
 - Each participant receives a binder containing a copy of the presentation
 - slides and handouts
 - Post-assessment
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Course Objectives

Upon completion of this course, participants will be able to:

- Develop a strong social media strategy: Align social media goals with overall business objectives.
- Create engaging content: Produce high-quality content that resonates with target audiences.
- Build and manage strong social media communities: Foster relationships with followers and respond to inquiries effectively.
- Utilize social media analytics: to measure performance and optimize campaigns.
- Leverage social media advertising: to reach a wider audience and drive conversions.
- Stay updated on social media trends and best practices: to adapt to the ever-evolving digital landscape

Who Should Attend?

This course is suitable for:

- Marketing professionals
 - Digital marketers
 - Business owners
 - Entrepreneurs
 - Anyone interested in learning the basics of digital marketing
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Course Outline

Day 1: Introduction to Social Media Marketing

- Understanding Social Media:
 - o The power of social media
 - o Identifying target audience and platforms
 - o Setting social media goals and objectives
- Social Media Strategy:
 - o Developing a comprehensive social media strategy
 - o Creating a social media content calendar
 - o Building a brand voice and tone

Day 2: Content Creation and Curation

- Creating Engaging Content:
 - o Writing compelling social media copy
 - o Creating visually appealing content (images, videos, infographics)
 - o Using storytelling techniques
- Content Curation:
 - o Sourcing and sharing relevant content
 - o Building relationships with influencers and thought leaders

Day 3: Building and Managing Social Media Communities

- Community Management:
 - o Responding to comments and messages
 - o Building a loyal following
 - o Managing social media crises
- Social Listening and Monitoring:
 - o Tracking brand mentions and sentiment analysis
 - o Identifying trends and opportunities

Course Outline

- Social Media Advertising:
 - o Paid advertising on social media platforms (Facebook Ads, Instagram Ads, Twitter Ads)
 - o Targeting specific audiences and measuring ROI

Day 4: Social Media Analytics and Measurement

- Key Performance Indicators (KPIs):
 - o Identifying relevant KPIs for social media
 - o Measuring engagement, reach, and conversions
- Social Media Analytics Tools:
 - o Using tools like Google Analytics, Hootsuite, and Buffer
 - o Analyzing data to gain insights
- A/B Testing and Optimization:
 - o Experimenting with different content and strategies
 - o Optimizing campaigns for better results

Day 5: Advanced Social Media Marketing Techniques

- Influencer Marketing:
 - o Identifying and collaborating with influencers
 - o Measuring the impact of influencer campaigns
- Social Media and E-commerce:
 - o Integrating social media with e-commerce platforms
 - o Using social media for sales and promotions
- The Future of Social Media Marketing:
 - o Emerging trends and technologies
 - o Ethical considerations in social media marketing

Registration & Payment

Complete & Mail to London Royal Academy or email
registration@londonra.com



Registration Form

- Full Name (Mr / Ms / Dr / Eng)
- Position
- Telephone / Mobile
- Personal E-Mail
- Official E-Mail
- Company Name
- Address
- City / Country

Payment Options

- ☐ Please invoice me
- ☐ Please invoice my company





Terms & Conditions

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Cancellation and Refund Policy

Delegates have 14 days from the date of booking to cancel and receive a full refund or transfer to another date free of charge. If less than 14 days' notice is given, then we will be unable to refund or cancel the booking unless on medical grounds. For more details about the Cancellation and Refund policy, please visit

www.londonra.com/terms-and-conditions/

Registration & Payment

Please complete the registration form on the course page & return it to us indicating your preferred mode of payment. For further information, please get in touch with us

Course Materials


The course material, prepared by the LRA, will be digital and delivered to candidates by email

Certificates

Accredited Certificate of Completion will be issued to those who attend & successfully complete the programme.

Travel and Transport

We are committed to picking up and dropping off the participants from the airport to the hotel and back.



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THANK YOU

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