

Comprehensive Social Media Training and Understanding

Media & Public Relations
Munich (Germany)
14 Jul - 08 Aug 2025

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Comprehensive Social Media Training and Understanding

Ref: 321853_148687 **Date:** 14 Jul - 08 Aug 2025 **Location:** Munich (Germany) **Fees:** 0 **Euro**

Course Description

This intensive 20-day course provides a comprehensive understanding of social media marketing. Participants will learn to develop effective strategies, create engaging content, analyze performance, and optimize campaigns across various platforms. The course covers both theoretical concepts and practical applications, ensuring participants can immediately apply their knowledge to real-world scenarios.

Learning Objectives

- Develop a comprehensive social media marketing strategy
- Master content creation techniques for different platforms
- Understand social media analytics and ROI measurement
- Learn advanced advertising techniques on major social platforms
- Explore emerging trends and future of social media marketing

Course Modules

Day 1: Introduction to Social Media Marketing

- Overview of social media landscape
- Importance of social media for businesses
- Key social media platforms and their demographics
- Setting SMART goals for social media marketing

Day 2: Developing a Social Media Strategy

- Conducting a social media audit
- Identifying target audience and buyer personas
- Choosing the right social media platforms
- Creating a content calendar

Day 3: Content Creation Fundamentals

- Types of social media content
- Writing compelling copy for social media
- Visual content creation tools and techniques
- User-generated content strategies

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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Day 4: Facebook Marketing

- Optimizing Facebook business pages
- Creating engaging Facebook posts
- Facebook Groups for community building
- Facebook Live and Stories

Day 5: Instagram Marketing

- Instagram profile optimization
- Creating visually appealing content
- Leveraging Instagram Stories and Reels
- Using hashtags effectively

Day 6: Twitter Marketing

- Crafting effective tweets
- Building and engaging with a Twitter audience
- Twitter chats and trending topics
- Twitter advertising basics

Day 7: LinkedIn Marketing

- Optimizing personal and company profiles
- Content strategies for LinkedIn
- LinkedIn Groups and networking
- LinkedIn advertising for B2B

Day 8: YouTube Marketing

- Creating and optimizing YouTube channels
- Video content strategies
- YouTube SEO techniques
- Leveraging YouTube ads

Day 9: TikTok and Emerging Platforms

- Understanding TikTok's algorithm and user base
- Creating viral TikTok content
- Exploring other emerging platforms e.g., Clubhouse, Pinterest
- Adapting strategies for new platforms

Day 10: Social Media Advertising Fundamentals

- Overview of social media advertising options
- Setting up ad accounts and pixel tracking
- Audience targeting techniques

A graphic of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a silver knight nearby. In the background, there are concentric circles emanating from a point, suggesting a signal or focus.

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- Ad formats and best practices

Day 11: Advanced Facebook and Instagram Advertising

- Creating custom and lookalike audiences
- Retargeting strategies
- A/B testing for ad optimization
- Facebook Ads Manager in-depth

Day 12: Social Media Analytics and Reporting

- Key performance indicators KPIs for social media
- Using native analytics tools
- Introduction to third-party analytics platforms
- Creating meaningful social media reports

Day 13: Social Media Listening and Reputation Management

- Setting up social listening tools
- Monitoring brand mentions and sentiment
- Handling negative feedback and crisis management
- Leveraging social listening for content ideas

Day 14: Influencer Marketing on Social Media

- Identifying and vetting influencers
- Developing influencer partnerships
- Measuring influencer campaign success
- Legal considerations in influencer marketing

Day 15: Social Media Customer Service

- Best practices for social customer care
- Setting up efficient response systems
- Handling common customer service scenarios
- Measuring customer service performance on social media

Day 16: Social Media Automation and Tools

- Overview of social media management platforms
- Scheduling and publishing tools
- Automation best practices and pitfalls
- Chatbots and AI in social media

Day 17: Social Commerce and Social Selling

- Introduction to social commerce features

A graphic of a chessboard with several chess pieces, including a king, queen, and pawns, arranged on it. The text 'UK Training PARTNER' is overlaid on the board.

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- Setting up shops on Facebook and Instagram
- Social selling techniques on LinkedIn
- Measuring social commerce success

Day 18: Content Optimization and SEO for Social Media

- Keyword research for social media
- Optimizing social profiles for search
- Creating SEO-friendly social content
- Leveraging social media for link building

Day 19: Measuring ROI and Social Media Success

- Defining social media ROI
- Attribution models for social media
- Calculating the value of social media leads and conversions
- Presenting ROI to stakeholders

Day 20: Future Trends in Social Media Marketing

- Emerging technologies in social media AR, VR
- Privacy concerns and data regulations
- Predictions for platform evolution
- Adapting strategies for future social media landscapes

Practical Wins for Participants

- Develop a comprehensive social media strategy for their business or brand
- Create a content calendar with engaging posts for multiple platforms
- Set up and optimize ad campaigns on major social media platforms
- Produce a detailed social media analytics report with actionable insights

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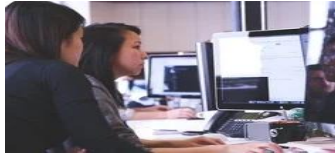
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Blackbird Training Category



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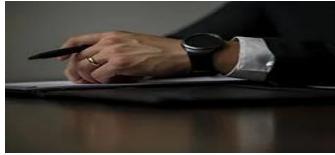
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