

Comprehensive Social Media Training and Understanding

1 – 26 March 2027
Barcelona (Spain)

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Why This Course

In today's digital-first world, social media is more than a communication channel—it's a powerful driver of brand awareness, engagement, and revenue. Businesses that master social media marketing can build loyal communities, influence purchasing decisions, and stay ahead in a rapidly evolving landscape.

This intensive 20-day program equips participants with the knowledge, skills, and hands-on experience to create, manage, and optimize social media campaigns across multiple platforms. Through a mix of theory, practical exercises, and real-world case studies, attendees will gain the confidence to deliver measurable results for their organizations or personal brands.

What You'll Learn and Practice

By participating in this program, you will:

- Develop a comprehensive social media marketing strategy aligned with business objectives.
- Create engaging, platform-specific content that resonates with target audiences.
- Analyze performance metrics and measure ROI effectively.
- Execute advanced advertising campaigns on major platforms like Facebook, Instagram, LinkedIn, YouTube, and TikTok.
- Manage online reputation and leverage influencer partnerships strategically.
- Explore emerging trends and tools shaping the future of social media marketing.

The Program Flow

Day 1: Introduction to Social Media Marketing

- Overview of the social media landscape and its business impact.
- Understanding key platforms and audience demographics.
- Setting SMART goals for social media success.

Day 2: Developing a Social Media Strategy

- Conducting social media audits.
- Identifying target audiences and crafting buyer personas.
- Selecting the right platforms and building a content calendar.

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A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) positioned on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the top right of the board.

Days 3-9: Platform-Specific Marketing

- Content Creation Fundamentals: Writing compelling copy, visual content design, and user-generated content strategies.
- Facebook Marketing: Page optimization, engaging posts, Groups, Live, and Stories.
- Instagram Marketing: Profile optimization, Reels, Stories, and hashtag strategies.
- Twitter Marketing: Tweeting effectively, audience engagement, chats, trends, and ads.
- LinkedIn Marketing: Profile optimization, B2B content strategies, networking, and advertising.
- YouTube Marketing: Channel optimization, video SEO, and advertising.
- TikTok and Emerging Platforms: Algorithm insights, viral content creation, and strategy adaptation.

Days 10-11: Social Media Advertising

- Fundamentals of social media advertising: ad accounts, targeting, formats.
- Advanced strategies on Facebook and Instagram: custom audiences, lookalikes, retargeting, A/B testing, and Ads Manager mastery.

Day 12: Social Media Analytics and Reporting

- Tracking KPIs using native and third-party analytics tools.
- Creating insightful reports to guide decision-making.

Days 13-15: Engagement, Listening, and Customer Care

- Social listening and reputation management.
- Influencer marketing: partnerships, success measurement, and legal considerations.
- Social customer service best practices and performance tracking.

Days 16-17: Tools, Automation, and Social Commerce

- Managing platforms efficiently using scheduling and automation tools.
- Introduction to chatbots, AI, and social selling techniques.
- Setting up social commerce channels and measuring performance.

Days 18-19: Content Optimization and ROI

- Optimizing content and profiles for SEO.
- Calculating social media ROI and attributing value to campaigns.
- Presenting actionable insights to stakeholders.

Day 20: Future Trends in Social Media Marketing

- Exploring AR, VR, and emerging technologies.
- Privacy, data regulations, and ethical considerations.
- Preparing strategies for the evolving social media landscape.

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A graphic of a chessboard with several chess pieces. A gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. The board is white and grey, and the background features concentric circles.

Individual Impact

- Confidently plan, execute, and optimize campaigns across multiple platforms.
- Produce measurable results that demonstrate the value of social media initiatives.
- Enhance creativity, analytical skills, and strategic thinking.

Organizational Impact

- Boost brand visibility and engagement across social channels.
- Optimize advertising budgets and improve ROI.
- Strengthen online reputation management and community engagement.
- Stay ahead of trends with strategies adaptable to evolving platforms.

Training Methodology

- Interactive workshops with practical exercises.
- Real-world case studies and campaign simulations.
- Hands-on assignments including content creation, advertising, and analytics.
- Peer discussions and structured feedback to reinforce learning.

Beyond the Course

Participants will leave equipped to:

- Build data-driven social media strategies tailored to business goals.
- Produce engaging content and campaigns across diverse platforms.
- Analyze performance metrics and optimize campaigns for maximum impact.
- Apply future-focused strategies to stay competitive in the ever-changing social media landscape.

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A graphic illustration of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. The board is checkered, and there are concentric circles in the background.