Advanced Social Media Mastery: Strategies for Digital Success

13 – 17 September 2027
Geneva (Switzerland)



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Ref: 323039_222463 **Date:** 13 – 17 September 2027 **Location:** Geneva (Switzerland) **Fees:** 5200 GBP

Course Description

This intensive 1-week advanced social media training course is designed for experienced marketers and social media professionals looking to take their skills to the next level. Participants will dive deep into advanced strategies, analytics, and content creation techniques to maximize their brand's social media impact and drive measurable results.

Learning Objectives

- Develop and implement advanced social media strategies across multiple platforms
- Master data-driven decision making using advanced analytics and reporting tools
- Create compelling, platform-specific content that drives engagement and conversions
- Optimize paid social media campaigns for maximum ROI
- Implement crisis management and reputation monitoring techniques
- Leverage emerging trends and technologies in social media marketing

Course Modules

Day 1: Advanced Social Media Strategy

- Comprehensive social media audit and competitive analysis
- Developing a multi-platform strategy aligned with business goals
- Advanced audience segmentation and targeting
- Creating a social media content calendar and workflow

Day 2: Data-Driven Social Media Marketing

- Advanced analytics and reporting across platforms
- Leveraging social listening tools for insights
- A/B testing and optimization techniques
- Measuring ROI and setting meaningful KPIs

Day 3: Advanced Content Creation and Curation

- Platform-specific content strategies Instagram, TikTok, LinkedIn, etc.
- Visual storytelling and video content optimization
- User-generated content strategies and implementation
- Advanced copywriting techniques for social media



Day 4: Paid Social Media Advertising Mastery

- Advanced targeting and retargeting strategies
- Creating and optimizing high-converting ad campaigns
- Budget allocation and bid management across platforms
- Measuring and improving ad performance

Day 5: Emerging Trends and Crisis Management

- Leveraging AI and automation in social media marketing
- Implementing influencer marketing campaigns
- Social media crisis management and reputation monitoring
- Future-proofing your social media strategy

Practical Wins for Participants

- Develop a comprehensive, multi-platform social media strategy
- Create a data-driven content calendar and workflow
- Design and launch an optimized paid social media campaign
- Implement a social listening and crisis management plan

