Social Media for Business: Strategies for Success Online

8 – 12 November 2027
Paris (France)



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Ref: 323040_222504 **Date:** 8 – 12 November 2027 **Location:** Paris (France) **Fees:** 5200 GBP

Course Description

This comprehensive 1-week course equips business professionals with the knowledge and skills to leverage social media for business growth. Participants will learn how to develop effective social media strategies, create engaging content, run targeted ad campaigns, analyze performance metrics, and stay up-to-date with the latest trends and best practices across major social platforms.

Learning Objectives

- Develop a strategic social media marketing plan aligned with business goals
- Master content creation and curation techniques for major social platforms
- Learn to run effective paid social media advertising campaigns
- Understand social media analytics and ROI measurement
- Explore emerging trends and technologies in social media marketing

Course Modules

Day 1: Social Media Strategy Fundamentals

- Introduction to social media for business
- Setting goals and KPIs
- Audience research and targeting
- Developing a social media marketing plan

Day 2: Content Creation and Curation

- Content strategy for social media
- Creating engaging posts, images, and videos
- Content curation and user-generated content
- Social media content calendars and scheduling

Day 3: Social Media Advertising

- Introduction to paid social media advertising
- Ad formats and targeting options
- Creating and optimizing ad campaigns
- Budgeting and bidding strategies



Day 4: Analytics and Measurement

- Key social media metrics and KPIs
- Using native analytics tools
- Third-party analytics platforms
- Reporting and data visualization

Day 5: Advanced Topics and Trends

- Influencer marketing strategies
- Social media customer service
- Emerging platforms and technologies
- Crisis management on social media

Practical Wins for Participants

- A customized social media strategy for their business
- A content creation toolkit with templates and best practices
- Experience setting up and running social media ad campaigns
- Ability to measure and report on social media ROI

