

€ TRAINING

Social Media Sales and Marketing Mastery



4 - 8 November 2024
Lisbon (Portugal)



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REF: R2074 DATE: 4 - 8 November 2024 Venue: Lisbon (Portugal) - Fee: 5940 Euro

Introduction:

In today's digital era, understanding how to effectively utilize social media is paramount for success in sales and marketing. This program is designed to equip participants with the necessary knowledge and skills to navigate the dynamic landscape of social platforms and leverage them to drive business growth. Throughout the program, we will explore strategies, tactics, and best practices tailored to capitalize on the opportunities presented by new social media channels. Participants will gain insights into the latest trends and innovations in social media marketing, enabling them to stay ahead of the curve and achieve tangible results in today's competitive marketplace.

Program Objectives:

By the end of this program, participants will be able to:

- Understand the fundamentals of social media platforms and their role in modern sales and marketing.
- Learn how to create engaging and impactful content tailored to different social media channels.
- Explore strategies for building and nurturing relationships with customers through social media.
- Gain insights into leveraging social media analytics to measure and optimize marketing efforts.
- Develop skills to effectively integrate social media into overall sales and marketing strategies for business growth.

Targeted Audience:

- Directors of marketing and marketing managers.
- Marketing professionals.
- Sales representatives.
- Small business owners.
- Entrepreneurs.

Program Outlines:

Unit 1.

Understanding the social media landscape:

- Explore the evolution of social media platforms.

- Identify key features and functionalities of popular social media channels.
- Understand the impact of social media on sales and marketing strategies.
- Analyze case studies showcasing successful social media marketing campaigns.
- Recognize emerging trends in social media usage and engagement.

Unit 2.

Crafting compelling content strategies:

- Define target audience personas to tailor content effectively.
- Learn techniques for creating engaging multimedia content.
- Explore the art of storytelling to connect with audiences emotionally.
- Understand the importance of visual branding and consistency across platforms.
- Discover tools and resources for content creation and curation.

Unit 3.

Building relationships through engagement:

- Implement strategies for fostering community engagement on social media.
- Explore methods for responding to customer inquiries and feedback promptly.
- Learn how to humanize your brand through authentic interactions.
- Utilize social listening tools to monitor conversations and trends.
- Develop a plan for leveraging user-generated content and testimonials.

Unit 4.

Leveraging data for optimization:

- Explore analytics tools and metrics relevant to social media marketing.
- Learn how to interpret social media data to measure campaign performance.
- Identify key performance indicators KPIs for tracking sales and marketing goals.
- Develop strategies for A/B testing and optimizing content for better results.
- Understand the importance of data privacy and compliance in social media marketing.

Unit 5.

Integrating social media into overall strategy:

- Learn how to align social media efforts with broader sales and marketing objectives.
- Explore methods for integrating social media with other marketing channels.
- Develop a cohesive content calendar and posting schedule.
- Understand the role of social media in the customer journey and sales funnel.
- Explore techniques for measuring ROI and demonstrating the value of social media efforts.