

# € TRAINING

Social Media and Digital Marketing



8 - 12 July 2024  
Geneva (Switzerland)



# Social Media and Digital Marketing

REF: R1674 DATE: 8 - 12 July 2024 Venue: Geneva (Switzerland) - Fee: 5940 Euro

## Introduction:

This dynamic training program designed to equip participants with the essential knowledge and skills needed to thrive in the rapidly evolving landscape of online marketing. Participants will explore the fundamentals of social media platforms, digital marketing strategies, and emerging trends in the field. The program emphasizes the integration of social media into broader marketing strategies, focusing on audience targeting, content creation, and engagement techniques across various digital channels. Participants will also gain insights into leveraging data analytics and performance metrics to optimize marketing efforts and achieve business objectives.

## Program Objectives:

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

- Understand the fundamentals of social media platforms and digital marketing strategies.
- Learn how to create engaging content tailored to target audiences across digital channels.
- Explore techniques for building and maintaining an online presence to enhance brand visibility.
- Gain proficiency in leveraging data analytics to measure and optimize marketing performance.
- Develop strategic insights to effectively integrate social media into broader marketing campaigns.

## Targeted Audience:

- Marketing professionals seeking to enhance their digital skills.
- Business owners looking to expand their online presence.
- Social media managers responsible for brand engagement.
- Entrepreneurs aiming to leverage digital channels for growth.
- PR professionals interested in digital brand management.
- Freelancers offering digital marketing services to clients.

## Program Outlines:

Unit 1.

Introduction to social media and digital marketing:

- Understanding the fundamentals of digital marketing.
- Exploring the role of social media in marketing strategies.
- Identifying key digital marketing channels and platforms.
- Setting goals and objectives for the training program.
- Establishing foundational knowledge in social media and digital marketing.

## Unit 2.

### Content creation and strategy development:

- Developing engaging content for digital platforms.
- Crafting content strategies tailored to target audiences.
- Planning and scheduling content for optimal reach.
- Exploring techniques for content optimization and distribution.
- Analyzing audience preferences and behavior to inform content strategy.

## Unit 3.

### Audience targeting and engagement:

- Identifying target audience segments and personas.
- Utilizing data and analytics for audience insights.
- Implementing targeted engagement strategies.
- Building and nurturing relationships with followers.
- Measuring audience engagement and adjusting strategies accordingly.

## Unit 4.

### Digital advertising and campaign management:

- Understanding digital advertising principles and platforms.
- Developing and executing targeted ad campaigns.
- Managing ad budgets and optimizing campaign performance.
- Analyzing ad metrics and ROI for campaign refinement.

- Integrating digital advertising into overall marketing strategies.

## Unit 5.

### **Analytics and performance measurement:**

- Utilizing digital analytics tools for performance tracking.
- Monitoring key metrics such as website traffic and conversions.
- Analyzing data to assess campaign effectiveness.
- Generating reports and dashboards to communicate insights.
- Using data-driven insights to optimize marketing strategies.