

Social Media Marketing

Description

This training is intended for entrepreneurs, communication managers, future community managers and social media managers who want to learn the basics of strategy on social networks. During this training participants will learn the basics and main techniques of Social Media Management.

Course Content

Module 1: Introduction to Social Media

- The main RS and their characteristics
- Numbers
- Tendencies

Module 2: Generalist social media strategy

- Steps to define a "social media" marketing strategy
- Structured monitoring in the strategy

Module 3: Measuring and optimizing the results of your strategy (ROI)

- The key indicators to follow
- Social data tools for creating reports
- Exercise / Project

Documentation

- Digital courseware included

Participant profiles

- Communication Managers
- Marketing Managers
- Social Media Managers

Prerequisites

- Basic knowledge of internet browsing

Objectives

- Know how to define a Social Media Marketing strategy
- Know good practices on social networks for a business

Niveau

Fondamental

Classroom Registration Price (CHF)

1400

Virtual Classroom Registration Price (CHF)

1300

Duration (in Days)

2

Reference

