

# 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

