



SOCIAL MEDIA STRATEGY

A Social Media Strategy plays a huge role in ensuring the success of an organization in the online space, and by having the knowledge and leveraging on the most appropriate channels will ensure great success. In this course, you will learn how to maximize all the tools available to ensure successful execution of your social media marketing efforts.

COURSE OUTLINE

- Set up your social media pages: Ability to setup and optimize your social media pages to ensure that you reach your marketing goals.
- Identify the appropriate Target Audience.
- Setup a Posting Schedule.
- Analyse and Measure results; Ability to track and analyse key metrics to ensure that the set KPI's are being met.
- Continuously Optimise Social Media Marketing Efforts: Ability to keep up with rapid changes in algorithms and social media trends, as it is essential to have the flexibility .
- Set clear goals and objectives for your organization social media presence accommodating changes as they come.

Choosing the Right Course to Study for My Career

When coming to making a career choice there is no right or wrong career, it all lies with you, your passion, and interests. However, what you want to achieve, and how you plan to get yourself there, you can leave that with us.

If you're struggling with deciding which course would suit you, we recommend you speak to our course specialist who will assist with helping you to decide what is best for you and with help in getting you registered. Today!

KEY LEARNING POINTS:

- How to market on different social media channels
- Content Marketing for social channels
- Brand Building on Social Media
- Social Media Advertising
- Social Media Analytics
- Managing a social media community

COSTS

Once Off: R7 000