



London TDM

# Marketing and Communication Training Courses

**Course Venue:** United Arab Emirates - Dubai

**Course Date:** From 19 October 2025 To 23 October 2025

**Course Place:** Downtown Dubai

**Course Fees:** 5,000 USD

## Introduction

The "Social Media Marketing and Management" course is designed to provide participants with in-depth knowledge and practical skills to effectively manage and leverage social media platforms for marketing purposes. Over the span of five days, attendees will learn strategies to enhance brand presence, engage with audiences, and measure the impact of social media campaigns. This course is perfect for marketing professionals, business owners, and anyone interested in understanding the evolving landscape of social media marketing.

- Understand the principles and strategies of social media marketing.
- Learn how to create and implement effective social media campaigns.
- Develop skills to analyze social media metrics and improve engagement.
- Gain insights into using different platforms and tools for management.
- Build and enhance brand presence on social media.

## Course Outlines

### Day 1: Introduction to Social Media Marketing

- Overview of Social Media Landscape
- Key Platforms and Tools
- Understanding the Importance of Social Media in Business
- Identifying Target Audiences and Personas
- Setting Clear Objectives and Goals

### Day 2: Content Strategy and Creation

- Developing a Content Calendar
- Types of Content: Visuals, Videos, and Text
- Storytelling in Social Media
- Creating Engaging and Shareable Content
- Building a Brand Voice and Tone

### Day 3: Platform-Specific Strategies

- Facebook Marketing Strategies
- Instagram for Business
- Twitter: Real-Time Engagement
- LinkedIn for Professional Networking
- Pinterest and Other Emerging Platforms

### Day 4: Advertising and Paid Campaigns

- Understanding Social Media Advertising
- Creating Effective Ad Campaigns
- Budgeting and ROI Calculation
- Utilizing Analytics for Optimization
- Case Studies: Successful Campaigns

## **Day 5: Analyzing Metrics and Community Management**

- Key Metrics to Track
- Tools for Social Media Analytics
- Building and Managing an Online Community
- Engagement Strategies and Best Practices
- Responding to Feedback and Crisis Management