CHARLESMANN
SOLUTIONS

Advanced Social Media Techniques

The Latest Trends and Strategies in Social Media Marketing

One Day Training Course

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REGISTERED HRD CORP TRAINING PROVIDER

Course Outline

There is no denying the fact that social media has become a necessary part of a businesses marketing strategy, with customers and clients relying on brands and products to have visibility and transparency online. With this expectation firmly embedded in the minds of the consumer, it is vital for businesses and brands to utilise the very latest techniques and principles in social media to keep ahead of the competition.

Our advanced social media training course concentrates on techniques that allow high quality content production, with a variety of objectives set as targets. By learning the very latest strategies as used by leading global brands, marketers can effectively use the power of social media to greatly enhance online presence.

Using a combination of case studies, practical workshops and interactive exercises, this training course will take participants through optimum content creation techniques using a variety of social media platforms. With real world examples, attendees will benefit hands-on and learn easy to implement strategies.

The training course lasts one full day starting at 9.30am until 5.00pm, and is inclusive of course materials, certificate, lunch, refreshments and snacks, along with complimentary four week post course support and assistance. A wi-fi enabled laptop (not iPad or tablet) is required for this course along with a basic understanding of ICT and the internet.

Course Benefits

Following this course, you will understand:

- The latest strategies in social media marketing
- The techniques employed by leading brands and businesses
- How to combine social media platforms to create strong uniform campaigns
- How to create engaging interactive content for deployment on platforms
- The techniques used by global brands and businesses and how it improves online engagement
- The types of social media platforms and their specific benefits and advantages for advanced strategies
- How to measure and analyse data and statistics

Who Should Attend

- Web Designers and Developers
- Sales and Marketing Staff
- Marketing Executives
- Junior Digital Marketers
- Marketing Graduates
- Business Development Managers
- PR Professionals
- Advertisers
- Event Organisers and Managers
- Promotions and Customer Service Managers
- Online Marketers
- Digital Strategists
- Business Owners

Course Programme

- Social Media Platforms Overview
- Current marketplace
- Identifying content types and suitability
- Creativity in content creation
- Engagement strategies
- Running promotions and contests
- Creating interactive elements
- Gathering customer data
- Creating platform wide strategies
- Using apps and tailored content
- Generating conversation
- The viral effect
- Selecting the right platform and content
- Identifying social media benefits and opportunities
- Techniques for easy content publishing
- How to use video content
- Creating strategies to create and manage campaigns
- Importance of measurement and analysis
- Measurement tools and analysis
- Synchronising campaigns with offline strategies
- Importance of uniformity in marketing campaigns
- Case studies of effective strategies
- Crisis management techniques
- Handling negative interaction and responding to complaints
- Minimising resources when utilising online marketing
- Paid social media marketing vs. organic techniques
- Creating policies and house rules
- Monitoring conversations and trends
- Tracking sentiment and brand perceptions
- Personalising the social media experience
- Budgeting and allocating resources
- Creating an developing tailored content and apps

Course Trainer

Abdul Awwal Mahmood

Abdul Awwal, born and raised in the city of Birmingham, United Kingdom, graduated from the initial batch of seven students who formed part of the innovative Multimedia degree program in the first ever such course offered by any educational establishment in the UK. Teesside University, based in the north of England in the city of Middlesbrough, was known as an innovative and genre-creating institute, producing experts in the fields of computing and technology.

Working closely with a variety of companies and organisations, covering such diverse areas as travel, retail, telecommunications, charities and media, Abdul Awwal has built up an impressive knowledge base, placing him in a position where he can effectively expound the benefits and usage of the vast tools available to small and medium businesses, when it comes to utilising online and digital solutions.

Related Courses

Beneficial courses similar to the above include:

- Effective Email Marketing
- Essentials of Image Editing
- Mobile App Development for Business
- Persuasive Website Design
- Advanced Facebook Techniques
- Running Google Adwords Campaigns

Registration Form

CHARLESMANN SOLUTIONS

ADVANCED SOCIAL MEDIA TECHNIQUES Latest Trends and Strategies in Social Media

COURSE FEES: RM1,250 per delegate

Charles Mann is an approved training provider and registered with Pembangunan Sumber Manusia Berhad (PSMB). All our courses are claimable through the HRDF scheme. Please contact us for details.

DATE:	
COMPANY / ORGANISATION:	
FULL ADDRESS:	
AUTHORISED BY / JOB TITLE:	
CONTACT NUMBER:	
EMAIL ADDRESS:	
WEBSITE:	

SELECT DATE:

- ☐ Thurs 12th Jan 2023
- ☐ Thurs 9th Feb 2023
- ☐ Thurs 9th Mar 2023
- ☐ Thurs 6th Apr 2023
- ☐ Thurs 18th May 2023
- ☐ Thurs 8th Jun 2023
- ☐ Thurs 6th Jul 2023
- ☐ Thurs 10th Aug 2023
- ☐ Thurs 7th Sep 2023
- ☐ Thurs 5th Oct 2023
- ☐ Thurs 9th Nov 2023
- ☐ Thurs 7th Dec 2023

	FULL NAME	JOB TITLE	EMAIL
ATTENDEE 1:			
ATTENDEE 2:			
ATTENDEE 3:			

If registering 3 or more attendees, please contact us for bulk discounts or to arrange in-house training. Course dates can be found on our website along with venues. Dates and/or venues can change due to unforeseen circumstances. For Early Bird rates, full payment must be made one week prior to course date.

Please print and email this form to: info@charlesmann.com.my or call us on 010 425 0886
Alternatively, please post to: 10 Jalan USJ 3/1e, UEP Subang Jaya, Selangor 47600

Payment can be made direct into our CIMB account:
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