



SOCIAL MEDIA MARKETING TECHNIQUES: STRATEGY, ENGAGEMENT, AND ROI



COURSE OVERVIEW

This interactive training course equips participants with the latest strategies and practical tools for effective social media marketing. It focuses on how to plan, implement, and optimize social media campaigns across major platforms such as Facebook, Instagram, LinkedIn, X, TikTok, and YouTube. Participants will learn how to build strong brand presence, create engaging content, utilize analytics for performance tracking, and leverage paid advertising to achieve measurable business objectives.

DATES, VENUES AND FEES



31 August – 04 September 2025
- Dubai
(5 Days)

Fees

US\$ 4500

Note: Fee is per participant + 5% VAT (if applicable).
Groups from the same company can enjoy a **discounted** price.

WHO SHOULD ATTEND?

This course is appropriate for a wide range of professionals but not limited to:

- Marketing, branding, and communication professionals
- Social media managers and content creators
- Entrepreneurs and business owners
- Public relations officers
- Customer relationship and community engagement teams
- Anyone looking to strengthen their online presence and marketing skills

CONTACT US NOW

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ACCREDITATION



This training course is certified by CPD.

The CPD Certification Service is the leading independent CPD accreditation institution operating across industry sectors to complement the Continuing Professional Development policies of professional institutes and academic bodies. The CPD Certification Service provides support, advice, and recognised independent CPD accreditation compatible with global CPD principles. CPD is the term used to describe the learning activities professionals engage in to develop and enhance their abilities and keep skills and knowledge up to date. CPD Units are only awarded to programmes after each programme is scrutinised to ensure integrity and quality according to CPD standards and benchmarks.

COURSE CERTIFICATE

MSTC certificate will be issued to all attendees completing a minimum of 80% of the total tuition hours of the course.

CPD internationally recognized certificate will be issued for all participants who will meet the course requirements. CPD certificates will be issued within a month of the successful completion of the course.

TRAINING METHODOLOGY

- Expert-led sessions with dynamic visual aids
- Comprehensive course manual to support practical application and reinforcement
- Interactive discussions addressing participants' real-world projects and challenges
- Insightful case studies and proven best practices to enhance learning

LEARNING OBJECTIVES

By the end of this course, participants should be able to:

- Understand the role of social media in digital marketing strategies
- Identify and select the right platforms for their target audience
- Develop engaging content strategies tailored for each platform
- Implement advertising and promotional campaigns using paid and organic methods
- Use analytics tools to measure campaign success and improve ROI
- Manage social media crises and protect brand reputation

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COURSE OUTLINE

DAY 1

Foundations of Social Media Marketing

- Pre test
- Evolution and impact of social media in marketing
- Overview of major platforms (Facebook, Instagram, LinkedIn, X, TikTok, YouTube)
- Defining goals and KPIs for social media campaigns
- Understanding your audience: segmentation and persona building
- Social media trends and consumer behavior

DAY 2

Content Creation and Engagement Strategies

- Principles of high-performing content (text, visuals, video, live streaming)
- Content calendars and scheduling tools
- Storytelling techniques and visual branding
- Using hashtags, challenges, and viral elements
- Community management and fostering engagement

DAY 3

Social Media Advertising and Promotions

- Introduction to paid media vs. organic reach
- Facebook & Instagram Ads: objectives, targeting, and budgeting
- LinkedIn Ads and B2B targeting
- TikTok Ads and influencer partnerships
- Campaign setup, A/B testing, and performance optimization

DAY 4

Analytics, Metrics, and Optimization

- Social media analytics tools (Meta Insights, LinkedIn Analytics, etc.)
- Key metrics: reach, impressions, engagement rate, CTR, conversions
- Using Google Analytics with social media campaigns
- Monitoring tools and dashboards (e.g., Hootsuite, Sprout Social)
- Interpreting data to refine strategies

DAY 5

Strategy Development, Crisis Management, and Case Studies

- Building a social media marketing strategy
- Social listening and sentiment analysis
- Handling negative feedback and managing PR crises
- Case studies of successful campaigns across industries
- Final project: Presenting a social media strategy plan
- Post test

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