SOCIAL MEDIA

COURSE BROCHURE

DIGITALLY SMART
YOUR E-LEARNING PARTNER

Digitally Smart
e-learning digital marketing

THE CPD GROUP
ACCREDITED PROVIDER
#777909

Welcome

The business world is evolving faster than ever before...

Digitally Smart programmes deliver **the framework and tools** needed to meet the challenges of our economy today - and tomorrow

Transform your career with a programme grounded in the realities of modern business and the connected society. Learn with some of Europe's leading Digital Marketing experts.

Why Choose Digitally Smart

- ✦ We are a **UK accredited CPD** education & training **provider**

- ✦ We partner with **universities**, **international organizations, non-for profit** and the **private sector**

- ✦ Our programs are **instructed by leading experts** with first-hand **industry experience**, globally

- ✦ We have an extensive reach, having delivered training across **3 continents** and more than **13 countries**

Bridging the digital skills gap

Our programs open doors to **transformation**. They address the **global digital skills gap** by future-proofing participants' careers with the skills they need to thrive in today's **ever-changing digital society**.

Some proud partners

Course Overview

What will you learn?

Considering the millions of people who connect with others to share content and discuss various subjects on social media, the importance of this platform is unquestionable.

In this course, we examine **how businesses are leveraging the major social media platforms**. We look at how the different sectors are using them, and **how each channel can be used to its full potential**. Most importantly, this course teaches you how to use the tools to design, manage and optimise strategic campaigns on social media.

The course combines a mix of **dynamic video-lectures**, **engaged discussions**, and **interactive supporting material**. Concepts are illustrated through cases of companies in diverse industries and executives will end the course with a digital transformation roadmap for their own organizations.

Module 1: The social space

Social media has become such an integral part of our lives, that most people is already used to chat with friends, share pictures and browser for the information they are after on social media. In this module, however, we are going to explore the aspects of social media that are more attractive to business. We will discuss the **latest trends and developments** and we will review **how businesses are currently leveraging the social space** to support their growth.

Learning objectives

- Recognize how businesses are capitalizing the social media opportunity
- Learn how the data gathered from social media can be leveraged across the whole organization
- Learn the key fundamentals for businesses to participate in social media
- Learn how social media contributes to 'thought leadership'

Module 2: Social presence

In this module we examine **the new developments** brought about through creativity and innovation by social media, from 'Stories' to 'AR'. Moreover, to build a **company's social media presence**, you need to decide how you are going to portray the brand through your social networking accounts and activity. In this module, we also discuss some of the **key components to create an impactful presence** for lasting results.

Learning objectives

- Recognize how the new developments in social media have impacted users and businesses alike
- Understand some of the key considerations to build your social media presence
- Gain practical tools to build your social media presence
- Recognize the importance of helping over selling

Module 3: Social platforms

Having a **detailed understanding of your target audience** will help you to build your **marketing personas** and will assist you in the creation of the content to reach them effectively. In addition, it will also help you to identify the social media platform that will better resonate with that audience. In this module, we discuss the different social platforms available and we look in more detail at **Facebook, Instagram, LinkedIn, Twitter and LinkedIn**.

Learning objectives

- Understand how the different platforms are positioned in the market
- Recognize the key demographics of the major social media platforms
- Recognize the main features that can be leveraged from a business perspective
- Recognize the opportunities and pitfalls posed by some of the key social platforms

Module 4: Working with social media

In this final module, we explain **how to create a social media strategy**. We cover the specific **goals, the metrics** and general measurements to track performance and the tools and means to achieve our goals. In addition, we will also look at the **social paid promotion** opportunities for businesses to leverage.

Learning objectives

- Recognize the different types of metrics (or measures) that can be established to track social media performance
- Learn some of the key communication "pillars" to execute your social media strategy
- Set social media goals based on your wider business goals
- Assess how risk mitigation can be applied on social media
- Understand what paid opportunities there are on social media
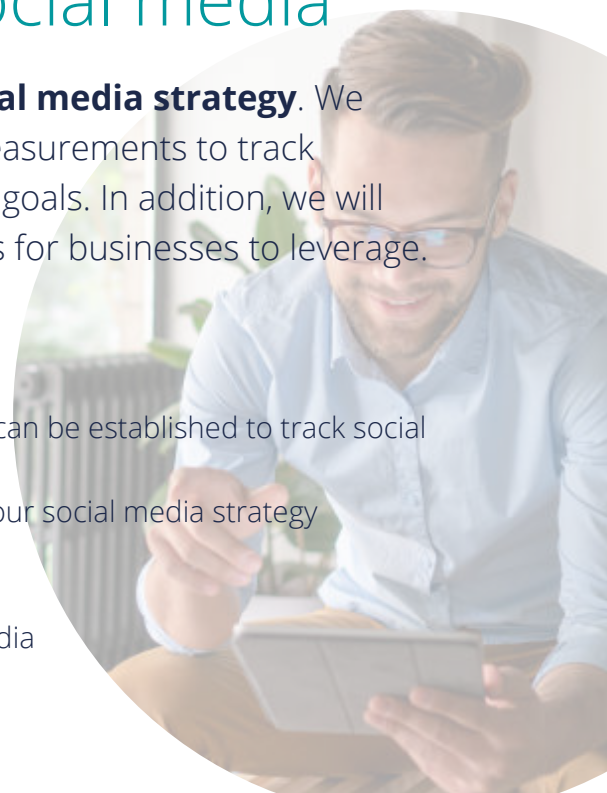
The learning journey

Our particpants are at the core of everything we do. Our Digital Marketing program is **highly interactive**, resulting in drop off rates of below 2%. It is designed to provide both, digital marketing capability as well as the digital skills required to equip the future workforce. Allowing learning anywhere, anytime, 24/7 and from any location.

High definition video-lectures designed by our specialist product teams and leading industry experts

Class participation via dedicated discussion forums allow students to interact and learn from tutors and peers

Stimulate **team-work, critical thinking**, and c**ommunication skills** to develop fundamental soft skills

The continuos evaluation is conducted via **graded assignments, class participation and test quizzes**

All learning materials are available anywhere, anytime, 24/7 from any location

Subject Matter Experts

The digital marketing program is designed, taught and validated by **industry experts**.

They are in continuous development, while supporting on module creation and validation as well as tutoring.