MERCURY

Advanced Social Media Marketing Training Program

1 – 5 August 2027
Online



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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Ref: 5045_269245 **Date:** 1 – 5 August 2027 **Location:** Online **Fees:** 1900 Euro

Introduction

Welcome to the Advanced Social Media Marketing Training Program. In this one-week intensive course, you will dive deep into strategic concepts and develop high-level skills necessary to execute innovative content-driven strategies across multiple platforms.

This advanced social media marketing course is tailored specifically for professionals in senior roles who aspire to master the art of social marketing and spearhead innovation within their organizations. The curriculum advanced social media marketing course is designed to foster the synthesis of best practices and guide participants toward strategic implementation in the ever-evolving digital space.

Upon successful completion of this advanced social media marketing course, participants will receive an Advanced Social Media Strategy Certification. This distinction marks you as a leader in advanced social media marketing. It signifies your ability to deliver real-world results through sophisticated social media marketing strategies.

Advanced Social Media Concepts

We are proud to integrate core subjects that will award you an Advanced Social Media Strategy Certificate, signifying your expertise in the field. This advanced social media certification underlines our commitment to delivering a curriculum that not only empowers you with advanced knowledge but also prepares you to lead with confidence in a competitive market.

Targeted Groups

- This advanced social media marketing course is for individuals who are already leveraging social media and seeking to enhance their strategic toolkits and ensure their social media marketing strategies offer measurable value to their organizations.
- Marketing professionals eager to stay ahead of the curve in advanced social media marketing strategies.
- PR professionals are looking to integrate advanced tactics into their communication repertoires and excel in social media marketing coaching.

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Course Objectives

By the end of this advanced social media training course, participants will be:

- Skill in pinpointing issues that can be resolved through social media and creating significant organizational value.
- Capable of identifying and remedying shortcomings in current strategies, understanding their origins, and implementing solutions.
- Equipped with frameworks to ensure social media efforts are of measurable benefit to their organizations.
- Proactive in anticipating the direction of online space evolution and staying abreast of emerging tools and approaches.
- Understand advocates for integrating social media functions within the broader organizational structure rather than operating in isolation.
- Prepare to identify and navigate potential risks associated with social media usage.

Targeted Competencies

At the end of this advanced social media marketing course, the target competencies will be able to:

- Master of diverse social media channels in a corporate context.
- Enhance communication skills suited for digital platforms.
- Understand advanced PR tactics tailored for the digital landscape.
- Learn about Strategic thinking for digital communication and marketing.
- Skills in planning and producing compelling video content.
- What is Expertise in Search Engine Optimization SEO to bolster online visibility?

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Course Content

Unit 1: Advanced Social Media Skills for Communications and PR

- Explore new social media channels for corporate engagement.
- Learn about strategies for aligning online tactics with broader communication goals advanced social media strategy.
- Understand the techniques for creating compelling social media content.
- Understand the essentials of managing results-driven social media teams.

Unit 2: Social Media Strategy

- Case study analysis of successful online communication.
- Learn about the development of a robust online communication strategy for your enterprise.
- Design systems and processes for effective organizational engagement in social media.

Unit 3: Online Thought Leadership and Influencer Engagement

- Identify and cultivate the thought leader within.
- Navigate the world of online influence to your advantage.
- Learn about strategies for building your online influence.
- Understand the best practices for engaging with online influencers.

Unit 4: Creating Video for Corporate Communications and the Web

- Plan impactful video content.
- Understand techniques for eliciting the best on-camera performances.
- Engage in hands-on video production.
- Learn about video editing and post-production essentials.
- Understand the tactics for effective online video sharing.

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Unit 5: Content and Search Optimisation

- How do you do in-depth training in search engine optimization SEO?
- Develop effective link and keyword strategies.
- Optimize press releases and website content for search engines and social media.
- Craft cutting-edge content strategies to elevate digital presence.