



International Training  
Center Paris

# TRAINING SCHEDULE

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# SOCIAL MEDIA MARKETING ADVANCED

## Overview:

Social Media Marketing Advanced training is designed for individuals who have a foundational understanding of social media marketing and are looking to expand their knowledge and skills in this area. The training program focuses on advanced social media marketing techniques and strategies, covering key areas such as social media landscape, advanced social media strategy development, content creation and planning, platform-specific tactics, social media advertising, influencer marketing, advanced social media analytics, and social media crisis management.

### **Objectives of this training program include:**

- Developing advanced social media marketing strategies that align with business objectives and goals.
- Creating engaging content that resonates with target audiences and drives engagement.
- Mastering platform-specific tactics on major social media platforms such as Facebook, Instagram, Twitter, LinkedIn, YouTube, and TikTok.
- Developing and implementing effective social media advertising campaigns that drive conversions and sales.
- Building successful influencer marketing campaigns that help reach new audiences and drive brand awareness.
- Analyzing and measuring social media data using advanced analytics tools and techniques to make data-driven decisions.
- Developing a social media crisis management plan to mitigate and manage social media crises and rebuild trust with audiences.

By the end of this training, participants will have the skills and knowledge needed to develop and implement advanced social media marketing strategies that drive business growth and success. They will also have hands-on experience working on real-world projects to reinforce learning and encourage practical application of concepts.



This advanced training program is designed to provide participants with advanced skills and knowledge in social media marketing, covering key areas such as social media strategy development, content creation and planning, platform-specific tactics, social media advertising, influencer marketing, advanced social media analytics, and social media crisis management. By the end of this training, participants will have the skills and knowledge needed to develop and implement advanced social media marketing strategies that drive business growth and success. They will also have hands-on experience working on real-world projects to reinforce learning and encourage practical application of concepts.

## Targeted Groups:

- Social media managers
- Social media strategists
- Community managers
- Marketing professionals looking to optimize social media campaigns
- Individuals aiming to drive engagement and conversion

## Planning:

### Day 1: Social Media Landscape

- Overview of the social media landscape
- Emerging social media trends
- Understanding the impact of social media on businesses

### Day 2: Advanced Social Media Strategy Development

- Setting social media goals and objectives
- Conducting a social media audit
- Developing a comprehensive social media strategy

### Day 3: Content Creation and Planning

- Developing a content marketing strategy
- Creating high-quality, engaging content

- Advanced techniques for content distribution and promotion

#### **Day 4: Platform-Specific Tactics (Part 1)**

- Advanced Facebook marketing techniques
- Advanced Twitter marketing techniques
- Advanced Instagram marketing techniques

#### **Day 5: Platform-Specific Tactics (Part 2)**

- Advanced LinkedIn marketing techniques
- Advanced YouTube marketing techniques
- Advanced TikTok marketing techniques

#### **Day 6: Social Media Advertising (Part 1)**

- Advanced Facebook advertising techniques
- Advanced Twitter advertising techniques
- Advanced Instagram advertising techniques

#### **Day 7: Social Media Advertising (Part 2)**

- Advanced LinkedIn advertising techniques
- Advanced YouTube advertising techniques
- Advanced TikTok advertising techniques

#### **Day 8: Influencer Marketing**

- Advanced techniques for identifying and partnering with influencers
- Developing effective influencer marketing campaigns
- Measuring the effectiveness of influencer marketing

#### **Day 9: Advanced Social Media Analytics**

- Advanced techniques for measuring and analyzing social media data
- Using social media data to drive business decisions
- Developing advanced social media reporting and tracking methods

## **Day 10: Social Media Crisis Management**

- Developing a social media crisis management plan
- Techniques for managing social media crises
- Strategies for rebuilding trust with audiences after a social media crisis