



International Training
Center Paris

TRAINING SCHEDULE

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SOCIAL MEDIA MARKETING BASICS

Overview:

Social Media Marketing Basics training is designed to provide participants with a foundational understanding of the role of social media in marketing and how to leverage various social media platforms to engage with target audiences and drive business growth. The training covers key topics such as social media strategy development, content creation, platform-specific tactics, and social media analytics.

Objectives of Social Media Marketing Basics training may include:

- Understanding the role of social media in marketing: Participants will gain an understanding of how social media can be used to promote brands, build relationships with customers, and drive business growth.
- Developing a social media strategy: Participants will learn how to develop a social media strategy that aligns with business goals and objectives, identifies target audiences, and defines metrics for success.
- Creating social media content: Participants will learn how to create compelling social media content that engages with target audiences and communicates key brand attributes, benefits, and differentiators.
- Platform-specific tactics: Participants will learn how to leverage platform-specific tactics on various social media platforms, including Facebook, Twitter, Instagram, LinkedIn, and YouTube.
- Social media analytics: Participants will learn how to measure the success of their social media efforts using social media analytics tools and metrics.

Overall, the objective of Social Media Marketing Basics training is to provide participants with a foundational understanding of social media marketing principles and techniques, as well as practical skills for developing and implementing social media strategies that drive business growth and success.

This training program is designed to provide participants with a foundational understanding of social media marketing principles and techniques, covering key areas such as social media

strategy development, content creation and planning, platform-specific tactics, social media advertising, influencer marketing, social media analytics, and social media management tools. By the end of this training, participants should have the skills and knowledge needed to develop and implement basic social media marketing strategies that drive business growth and success.

Targeted Groups:

- Social media assistants
- Entry-level social media marketers
- Content creators interested in social media
- Small business owners new to social media marketing
- Professionals transitioning to social media roles

Planning:

Day 1: Introduction to Social Media Marketing

- Overview of social media marketing
- Benefits of social media marketing
- Types of social media platforms
- Best practices for social media marketing

Day 2: Social Media Strategy Development

- Defining your target audience
- Identifying business objectives and goals
- Developing a social media plan

Day 3: Content Creation and Planning

- Developing a content strategy
- Creating a content calendar
- Best practices for creating engaging content

Day 4: Platform-Specific Tactics (Part 1)

- Best practices for Facebook marketing
- Best practices for Twitter marketing
- Best practices for Instagram marketing

Day 5: Platform-Specific Tactics (Part 2)

- Best practices for LinkedIn marketing
- Best practices for YouTube marketing
- Best practices for Pinterest marketing

Day 6: Social Media Advertising

- Introduction to social media advertising
- Developing a social media advertising campaign
- Measuring social media advertising effectiveness

Day 7: Influencer Marketing

- Introduction to influencer marketing
- Identifying the right influencers for your brand
- Measuring influencer marketing effectiveness

Day 8: Social Media Analytics

- Introduction to social media analytics
- Identifying key social media metrics
- Measuring and analyzing social media data

Day 9: Social Media Management Tools

- Introduction to social media management tools
- Best practices for using social media management tools
- Choosing the right social media management tool for your business

Day 10: Final Project and Review

- Working on a final project applying all the learned concepts
- Presenting and receiving feedback from the instructor and peers
- Review and recap of the training program