



an  egis company

بروجاكس للتدريب والتطوير  
Projacs Training and Development

# Social Media Marketing

15 – 16 July 2020

ONLINE COURSE

A Member of:



PROJACS ACADEMY



[ProjacsAcademy.com](http://ProjacsAcademy.com)



## Introduction

This course is designed by real-life social media experts who have a lot of practical experience in the field. The course offers a comprehensive understanding of social media marketing and covers the fundamentals of content creation and advertising. Learn how to create a successful content strategy for social media pages, and how to get measurable ROI results for your business.

## Who Should Attend?

Anyone interested in learning more about social media marketing, especially entrepreneurs and marketers who want to get the most out of their social media marketing activities.

## Course Outlines

### Day One:

- Introduction to Social Media Marketing
- Social Media Content Strategy
- Community Management 101
- Essentials of Copywriting and Content Creation

### Day Two:

- Introduction to Social Media Advertising
- Practical Demo of Social Media Advertising Campaigns (Facebook and Instagram)
- Social Media Analytics and Optimization

## Training Method

- Live group instruction through the online platform.
- Use of real-world examples, case studies and exercises.
- Interactive participation and discussion.
- Powerpoint presentation, and online activities.
- Self-assessment tests and group think exercises.
- Mini-individual presentation and sharing feedback.

## Duration & Timings

### Two-Day Program

## Schedule

### Daily Schedule\*:

- Session 1 09:00AM - 10:00AM
- Break 10:00AM - 10:15AM
- Session 2 10:15AM - 11:15AM
- Break 11:15AM - 11:30AM
- Session 3 11:30AM - 12:30PM
- Q & A 12:30PM - 01:00PM

\* Mecca time

\* Course agenda can be adjusted according to client's preference

## Course Fees\*

- **500 USD**  
\*VAT is Excluded If Applicable