



an  egis company

بروجاكس للتدريب والتطوير
Projacs Training and Development

Social Media Marketing

ONLINE COURSE

A Member of:



PROJACS ACADEMY



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

Online course Schedule*:

- Session 1 12:00PM - 01:00PM
- Break 01:00PM - 01:15PM
- Session 2 01:15PM - 02:15PM
- Break 02:15PM - 02:30PM
- Session 3 02:30PM - 03:30PM
- Q & A 03:30PM - 04:00PM

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

Course Fees*

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