

# Social Media Marketing Workshop

**Theory to Action**

Course Designer : Itika Communications

Course Duration : 10 weeks

Course Work : 10 classes (once a week -3hrs ) and 4 practical assignments

# Course Outline

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This course will help you harness the power of social media, whether you're a small business owner, a marketing manager or co-ordinator or an aspiring social media manager. It aims to give you an in-depth understanding of several social media platforms, and the online marketing tools, segmentation capabilities and metrics they offer. You'll learn how to effectively reach and communicate with your customers using social media, the importance of engagement with a brand and how to set-up campaigns that people will be buzzing about for a long time to come. Best of all, this practical course will equip you with the skills to set up and manage your own social media accounts, helping you become the best digital marketer. Analyse the best Social Media Campaign Case Studies

Week 1 & 2 :Social Media Marketing Basics.....	2
Week 3 & 4: Content Strategy.....	3
Week 5& 6: Social Media Marketing (Organic).....	4
Week 7 & 8: Social Media Advertising (Paid).....	5
Week 9& 10: Social Media Analytics and Measurement.....	6

## Week 1 & 2 : :Social Media Marketing Basics

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In this week, we give you a framework to help you organize and plan your approach. The following will be covered:

- Explain the term ‘social media’, including organic and paid-media
- Discuss various social media platforms and their strengths.
- Understand key terminology used in social media marketing
- How to understand your product and audiences use social media
- Explain how social media can support other digital media
- Describe the different social media channels that organisations can use.
- Explain how marketers can use a range of social media channels to support their marketing activities.
- Understand the different audiences that are attracted to Facebook, Instagram ,LinkedIn and Twitter.
- Explain, with examples, the benefits and limitations of organisations utilising Facebook, Instagram, LinkedIn and Twitter

### *Project 1 : Prepare to Market*

*In this first project, You can choose to market your own company or a Sandbox B2C or B2B product we've provided. You'll market a B2C or B2B product; You'll summarize the business model of the company, articulate the marketing objective, and develop a target persona for the product you choose to market*

## **Week 3 & 4 : Planning for Social Media Content**

Content is king. All Hail Content!. In this week you learn how to plan your content marketing, how to develop content that works well for your target audience.

The following will be covered:

- Create a content marketing plan
- Create a marketing Calendar/Script.
- Describe how to come up with an effective social media strategy for the content.
- Understand the importance of understanding customers language.
- Outline how to identify days to post and the timings .
- Describe how to use social media tools to manage social media activities

### *Project 2 : Content Plan*

*In this second project, You can choose to market your own company or a Sandbox B2C or B2B product we've provided. You'll market a B2C or B2B product; You'll come up with a 2 week content plan and weekly scripts*

## **Week 5 & 6: Social Media Marketing (Organic)**

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Social Media is a powerful channel for marketers. In this course, you learn more about the main social media platforms, how to manage your social media presence, and how to create effective content for each platform

- Plan your approach with the help of two popular frameworks and align your strategy with the customer journey.
- We'll take a closer look at Facebook, Instagram, Youtube, Twitter, and Snapchat.
- Deliver your message in the most important platforms for your audience. And role of influencers to help you.
- Each social media platform requires a distinct approach. You learn how to develop or adapt content for social media, how to make your content match the platform you choose, and how to create content that audiences will share.
- Learn how to set up a business social accounts
- Understand how to navigate your social media account
- Know how to reply to messages on your social media platforms

## Week 7 & 8: Social Media Advertising (Paid)

Cutting through the noise in Social Media can be challenging, and often, marketers must use paid social media marketing strategies to amplify their message.

- Discover how social media advertising works and dive into the current landscape.
- Social Media Platforms offer different opportunities for paid advertising. Learn what is possible on several platforms, evaluate which is right for your objective, and your audience.
- Gain hands on experience by setting up your Facebook advertising account and explore campaign objectives.
- Create Ad Sets Ads need to reach the right audience. In this Facebook focused lesson, you'll learn different ways to target your audience, ad placements available, and how to determine a budget and bidding schedule.
- Create and Manage Ads Facebook ads require thoughtful planning. Learn how to create and run ads on Facebook, write compelling copy, choose the right images, test different ads, and evaluate the performance of ads using campaign examples.

### *Project 3 :*

*Run a Facebook Campaign Create, manage, and monitor an advertising campaign on Facebook for a Sandbox B2C, B2B product, or your company's product/service. While the campaign is live on Facebook, you will test and optimize your campaign to achieve the best ROI possible*

## Week 9 & 10: Social Media Analytics and Measurement

As with all marketing campaigns, you'll need to measure the impact of your social media efforts. Measure success in different platforms and learn the formula to predict virality.

- What is social media Analytics
- Explain how insights from social media monitoring platforms can be used to increase social media engagements and grow a business.
- How does social media analytics work - Step by step guide on how to do analytics for all social media platforms.
- Explain the key metrics used to measure social media
- How to draft a social media analytic report- that is effective and one that can help you make important decisions to your sales.
- Evaluate at least four tools that can be used to monitor social media activities
- Extract data analytics and reports from your social media platforms

### *Project 4 :*

*Come up with an eight week social media campaign for your business*

# Your Investment

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The total cost for the **10 weeks** workshop is **Kes 33,500** (inclusive of 16% Vat) for the 10 weeks. (This is approximately **Kes 3,350 per week**).

The fee includes

- Refreshments at the classes as well
- Social media manual with the relevant notes
- Reference materials
- Electronic templates and exercises.

Payments can also be done in three monthly installments i.e. **Kes 12,000 for each of the first two months** and **Kes 9,500 for the last month**.

Registration and booking fee is **Kes 1,000** (non refundable)

Payments can be made via Safaricom Pay Bill Number 812708 or Cheques made out to Itika Communications Ltd. (When paying via Paybill please write your name as the account number)

Bank Transfer (Kindly provide deposit or transfer slip)

Account Name: Itika Communications Ltd

Account Number: 0100005639918

Bank: Stanbic Bank

Branch: Galleria

