

Publicity on Social Networks

16 hours, 4 sessions - **in-person** | 16 hours, 8 sessions - **online**

About the course

Social networks have been the hot trend on the internet in recent years. For those who are not familiar, these are specialized websites/services entirely based on their users' content. Their purpose is to enable their users to share information, photos, and significant events with their friends and the world. Social networks have experienced tremendous growth and have become essential tools for hundreds of millions of people worldwide to consume information and stay updated on what's happening on our small planet.

Social networks are also a significant tool for engaging with the online audience in general, and an important, accessible, and immediate tool for sales and services promotion.

Course Objectives

During the course, participants will acquire comprehensive knowledge about a variety of digital marketing options and practical insights into initial operations in each of these channels. They will also develop principles for a targeted strategy to promote products on social networks.

target audience

The course is intended for all business owners who are interested in promoting and marketing themselves effectively on social networks and increasing their viewership and customer base.

Pre-requisites

There are no prerequisites for the course.

Course content

- A. Target Audience Definition - Together, we will define exactly who our target audience is and learn how to reach those people through various digital marketing channels.
- B. Basic and important concepts in the world of digital marketing that are crucial to know, understand, and utilize, such as: Call to Action, Click, Pricing, Revenue, Leads, Landing Page, and more.
- C. Followers - What are followers in general, and what is the significance of followers for your business? How to gain more followers? What interests followers?
- D. Familiarity with various digital marketing channels - We will delve deeper into several marketing channels that are important to understand in-depth. With the knowledge gained, each participant can make informed decisions about whether it's right to market to their target audience through these channels or not.

Course content

- E. Social Media - Management of digital assets on social networks (Facebook, Instagram) - In the course, we will delve into these platforms and understand the useful tools on each platform. Each participant can improve the visibility of their business page on Facebook and Instagram or create a new page.
- F. Branding - Marketing emphasis in our branding process and our visibility online.
- G. Business Website - Marketing emphasis in building our website.
- H. Customer Management - How is it done? How to market to new and existing customers? How to manage their data and why it's important?
- I. Content Writing - Emphasis and tips for writing content correctly on all our digital assets.
- J. Useful programs and applications in our daily work.
- K. Time Management - Tips on how to take control of everything. Where to start? Prioritization, creating a schedule.
- L. Profile analysis of participants - As part of the examples in the course, we will use some of the assets of the course participants as examples to learn and improve the existing ones.