



**CORPORATE
LEADERSHIP
CENTER**

ADVANCED SOCIAL MEDIA MASTERCLASS

VENUE: HENNESSY PARK HOTEL | **DATE:** 29TH & 30TH APRIL 2024

COURSE DETAILS:

Social media advertising is becoming an indispensable part of the modern marketing landscape. The most sophisticated organizations use paid social-including Facebook, TikTok, LinkedIn, and Instagram ads-to drive business objectives at every stage of the customer journey.

This 2-day Advanced Social Media Masterclass will give marketers the knowledge and skills they need to use these tools most effectively. This course will also help give organization competitive edge, and help your marketing efforts become more efficient, cost-effective and integrated.

COURSE OUTLINE:

- The Social Advertising Landscape
- Introduction to Social Advertising
- Using Advertising Strategies to Achieve Organizational Goals
- Setting the Stage for a Successful Social Media Ad Campaign
- What a Successful Brand and Conversion Campaign Looks Like
- Best Practices for Setting Ad Campaign Goals and Determining Parameters for Success
- The Ad Journey - Optimizing Your Organization, Budget, Landing Pages, and Campaign Tracking
- Take Your Learning Deeper: Additional Resources
- Best Practices for Using Search and Social Advertising Together
- Advanced Best Practices for Targeting Social Advertisements
- Strategic Selection and Application of Buyer Personas
- Advanced Targeting Strategies for Facebook, Instagram, Twitter, and LinkedIn
- Advanced Use of Remarketing and Lookalike Audiences
- Creating and Iterating on Social Ads
- Optimizing Visual Assets for Engagement
- Taking Ad Copy to the Next Level
- Pro Tips for Mastering Facebook's Ads Manager
- Best Practices for Building and Testing Social Ads
- Bidding and Buying Social Ads
- Tactical Budgeting and Optimizing Efficiency Metrics
- A Quick Introduction to Calculating Manual Bid Amounts
- Tactics for Optimizing Social Video for Brand Engagement
- Advanced Strategies for Winning Facebook Bidding Auctions
- Driving Optimal ROI through Ad Analysis and Iteration
- Tracking the Impact and ROI of your Social Ads
- Measuring Engagement and Impact of Ad Campaigns
- Using Data to Grow Future Campaign Success
- Understanding the Role of Social in the Sales Cycle
- How Sales and Marketing Function as a Team in Social Selling
- How Does Sales Support Marketing?
- Social Media Listening and Monitoring
- Social Media as Part of the Integrated Digital Marketing Strategy
- Case studies, templates and exercises will be applied to Facebook, Instagram, LinkedIn, TikTok, YouTube.

EXPECTED OUTCOME:

- By the end of the course, participants will be able to:
- Use social media tools confidently to grow their business
 - Develop confidence in using social media as part of their marketing strategy
 - Build audience relationships via social media that strengthen brand and reputation - Create engaging content for audiences pay attention to and share with others

TARGET AUDIENCE:

Level: Intermediate to Advanced

Digital Marketers and digital marketing teams or agencies with experience in digital and social media marketing who need to take their social media marketing to the next level. Suitable for B2C and B2B marketing.

TRAINING METHODOLOGY:

Interactive and participatory, including presentation and facilitation by the trainer with group exercises, roundtable discussions, video clips, case studies and debriefing. Participants will gain both theoretical and practical knowledge of the topics. The emphasis is on the practical application of the topics and as a result participant will go back to the workplace with both the ability and the confidence to apply the techniques learned to their duties.



TRAINER: IRMA KARSTEN

This workshop will be facilitated by Irma Karsten, a renowned social media marketer with solid experience in social media marketing. Irma is a Google certified trainer and mentor. She provides training to big companies in the UK. She is a Digital Strategist and Specialist Trainer and has a vast understanding and successful track-record in all aspects of marketing, but particularly loves all things social media. Her training sessions are very practical and interactive and invaluable for social media marketers.

FEES AND REFUND

Rs 20,000 per participant. Course is MQA approved and company sponsored participants can get a refund of up to 75% from HRDC.

Fees include lunches, tea breaks and training materials.

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