Digital Listening and Analytics Training Course

Professional Development Training Course Outline

Category	General Training	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today's hyper-connected digital ecosystem, organizations generate and receive massive volumes of online conversations across social media platforms, digital communities, review sites, blogs, forums, news portals, podcasts, and customer engagement channels. Digital Listening and Analytics has emerged as a mission-critical capability that enables organizations to capture real-time customer sentiment, monitor brand reputation, identify emerging trends, detect crises, analyze competitor activities, and make data-driven business decisions. Through advanced Social Listening, AI-Powered Analytics, Customer Intelligence, Sentiment Analysis, and Predictive Analytics, organizations can transform unstructured digital conversations into actionable business intelligence.

Digital Listening and Analytics Training Course equips participants with the knowledge, tools, frameworks, and practical skills required to monitor, analyze, visualize, and interpret digital data effectively. Participants will learn how to leverage Artificial Intelligence (AI), Machine Learning, Social Media Analytics, Consumer Insights, Data Visualization, Market Intelligence, Competitive Benchmarking, Reputation Management, and Digital Transformation strategies to enhance organizational performance, improve customer engagement, strengthen brand positioning, and accelerate business growth in an increasingly data-driven environment.

Programme Curriculum

Digital Listening and Analytics Training Course

Introduction

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Course Duration

10 days

Course Objectives

Upon completion of this course, participants will be able to:

1. Understand Digital Listening and Social Intelligence frameworks.
2. Apply AI-Powered Social Listening techniques.
3. Conduct Real-Time Sentiment Analysis and Opinion Mining.
4. Monitor Brand Reputation and Digital Footprints.
5. Analyze Customer Experience (CX) and Voice of Customer (VoC).
6. Utilize Predictive Analytics for decision-making.
7. Implement Competitive Intelligence and Benchmarking strategies.
8. Design Data Visualization and Executive Dashboards.
9. Measure Social Media ROI and Performance Metrics.
10. Detect Digital Risks, Misinformation, and Crisis Signals.
11. Leverage Big Data Analytics for business insights.
12. Develop Digital Transformation and Data-Driven Strategies.
13. Generate Actionable Insights through Advanced Analytics and AI.

Target Audience

1. Marketing and Brand Managers
2. Digital Marketing Professionals
3. Corporate Communication Officers
4. Public Relations Specialists
5. Customer Experience Managers
6. Social Media Managers
7. Data Analysts and Business Intelligence Professionals
8. Government, NGO, and Development Sector Communication Teams

Course Modules

Module 1: Introduction to Digital Listening and Analytics

- Evolution of Digital Listening
- Digital Intelligence Ecosystem
- Importance of Social Listening
- Data Sources and Channels

- Analytics Value Chain
- **Case Study:** Global brand reputation monitoring during product launches.

Module 2: Social Media Listening Fundamentals

- Social Listening Concepts
- Social Monitoring Techniques
- Listening Platforms Overview
- Keyword Tracking Strategies
- Hashtag Analytics
- **Case Study:** Monitoring public reactions during a viral social media campaign.

Module 3: AI-Powered Listening Technologies

- Artificial Intelligence in Analytics
- Machine Learning Applications
- Natural Language Processing (NLP)
- Conversational Analytics
- Automated Insight Generation
- **Case Study:** AI-based sentiment detection for customer service improvement.

Module 4: Sentiment Analysis and Opinion Mining

- Sentiment Classification
- Emotion Detection
- Text Analytics
- Consumer Perception Analysis
- Brand Affinity Measurement
- **Case Study:** Measuring public sentiment during a corporate crisis.

Module 5: Customer Intelligence and Voice of Customer

- Customer Journey Analytics
- Voice of Customer Programs
- Customer Feedback Analysis
- Customer Segmentation
- Experience Mapping
- **Case Study:** Enhancing customer satisfaction through VoC analytics.

Module 6: Digital Reputation Management

- Online Reputation Monitoring
- Crisis Detection Systems
- Influencer Impact Assessment
- Reputation Recovery Strategies
- Trust Analytics
- **Case Study:** Managing online reputation during a negative media event.

Module 7: Competitive Intelligence Analytics

- Competitor Benchmarking
- Market Share Analysis

- Industry Trend Monitoring
- Competitor Sentiment Analysis
- Strategic Intelligence Gathering
- **Case Study:** Competitive benchmarking in the telecommunications sector.

Module 8: Data Collection and Management

- Data Sources Identification
- Data Extraction Techniques
- Data Governance Principles
- Data Quality Management
- Ethical Data Collection
- **Case Study:** Building a centralized social listening database.

Module 9: Data Visualization and Dashboard Design

- Analytics Dashboard Development
- KPI Visualization
- Executive Reporting
- Storytelling with Data
- Interactive Visualization Tools
- **Case Study:** Executive dashboard creation for digital performance tracking.

Module 10: Predictive Analytics and Forecasting

- Predictive Modeling Concepts
- Trend Forecasting
- Consumer Behavior Prediction
- Scenario Planning
- Risk Forecasting
- **Case Study:** Forecasting customer demand using digital signals.

Module 11: Crisis Monitoring and Risk Intelligence

- Crisis Early Warning Systems
- Risk Analytics Frameworks
- Misinformation Detection
- Stakeholder Monitoring
- Incident Response Analytics
- **Case Study:** Monitoring digital narratives during organizational crises.

Module 12: Social Media Performance Analytics

- Engagement Analytics
- Reach and Impressions Analysis
- Campaign Performance Measurement
- Social ROI Calculation
- Conversion Analytics
- **Case Study:** Measuring ROI of a multi-channel digital campaign.

Module 13: Advanced Consumer and Market Insights

- Consumer Behavior Analytics
- Audience Segmentation
- Trend Discovery
- Purchase Intent Analysis
- Market Intelligence Reporting
- **Case Study:** Identifying emerging consumer trends from digital conversations.

Module 14: Digital Transformation Through Analytics

- Data-Driven Decision Making
- Digital Transformation Strategies
- Innovation Analytics
- Performance Optimization
- Business Intelligence Integration
- **Case Study:** Analytics-driven organizational transformation initiative.

Module 15: Capstone Project and Practical Applications

- End-to-End Listening Framework
- Analytics Strategy Development
- Dashboard Presentation
- Insight Reporting
- Action Planning
- **Case Study:** Comprehensive digital listening and analytics implementation project.

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com