Social Media Strategy Development Training Course

Professional Development Training Course Outline

Category	General Training	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s digital-first economy, social media strategy development is a critical driver of brand visibility, customer engagement, and revenue growth. Organizations that master platforms like Facebook, Instagram, LinkedIn, TikTok, and X (Twitter) gain a competitive advantage through data-driven storytelling, audience targeting, and performance marketing. Social Media Strategy Development Training Course is designed to equip participants with advanced, practical skills to build scalable, results-oriented social media strategies aligned with business goals and modern digital ecosystems.

The program focuses on integrating content strategy, social media analytics, paid advertising, influencer marketing, and AI-powered optimization tools to create high-performing campaigns. Participants will learn how to design omnichannel strategies, leverage algorithm changes, optimize engagement rates, and convert audiences into loyal customers. By the end of the course, learners will be able to execute end-to-end social media strategies that enhance brand authority, drive conversions, and maximize ROI.

Programme Curriculum

Social Media Strategy Development Training Course

Introduction

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Course Duration

5 days

Course Objectives

1. Master advanced social media strategy development frameworks
2. Understand platform algorithms and ranking signals
3. Develop high-impact content marketing strategies
4. Build data-driven audience segmentation models
5. Optimize engagement rate and conversion funnels
6. Implement paid social advertising campaigns effectively
7. Use analytics tools for performance tracking and reporting
8. Develop influencer and creator collaboration strategies
9. Enhance brand storytelling across multiple platforms
10. Apply AI tools for content automation and optimization
11. Conduct competitor and market intelligence analysis
12. Design omnichannel digital marketing ecosystems
13. Improve ROI through performance-driven campaign optimization

Target Audience

1. Digital Marketing Professionals
2. Social Media Managers
3. Brand Strategists
4. Content Creators and Influencers
5. Startup Founders and Entrepreneurs
6. Marketing Students and Graduates
7. Corporate Communication Teams
8. Advertising and PR Professionals

Course Modules

Module 1: Foundations of Social Media Strategy

- Evolution of social media ecosystems
- Key Platforms-Facebook, Instagram, LinkedIn, TikTok, X
- Building brand positioning and digital identity
- Audience persona development techniques
- **Case Study:** Nike’s global storytelling strategy across platforms

Module 2: Content Strategy & Viral Marketing

- Content pillars and editorial planning
- Viral content psychology and engagement triggers
- Short-form vs long-form content strategies

- Visual storytelling and branding consistency
- **Case Study:** Netflix meme marketing success model

Module 3: Social Media Analytics & Insights

- Key performance indicators (KPIs) and metrics
- Google Analytics & Meta Insights dashboards
- Engagement rate, reach, impressions analysis
- Data-driven decision-making frameworks
- **Case Study:** Spotify Wrapped personalized campaign analytics

Module 4: Paid Social Media Advertising

- Facebook Ads Manager and Instagram Ads structure
- Audience targeting and retargeting strategies
- Budget optimization and bidding models
- Conversion tracking and pixel setup
- **Case Study:** Airbnb performance marketing campaigns

Module 5: Influencer & Creator Marketing

- Identifying micro and macro influencers
- Campaign collaboration frameworks
- ROI measurement for influencer partnerships
- Brand safety and authenticity guidelines
- **Case Study:** Gymshark influencer growth strategy

Module 6: Social Media Automation & AI Tools

- AI-powered content generation tools
- Scheduling and automation platforms
- Chatbots for engagement and customer service
- Predictive analytics for content performance
- **Case Study:** Sephora AI-driven customer engagement system

Module 7: Crisis Management & Brand Reputation

- Online reputation monitoring tools
- Handling negative feedback and PR crises
- Sentiment analysis and response strategies
- Community management best practices
- **Case Study:** Starbucks crisis communication response model

Module 8: Advanced Growth & Conversion Strategies

- Funnel optimization
- Lead generation through social platforms
- Retargeting and remarketing techniques
- Conversion rate optimization strategies
- **Case Study:** Amazon social commerce ecosystem

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	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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

Register Online Now

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