SOCIAL MEDIA MARKETING, CONTENT STRATEGY & BRAND ENGAGEMENT COURSE

Introduction

The Social Media Marketing, Content Strategy & Brand Engagement Programme is an advanced professional programme designed to equip marketing professionals, communication specialists, brand managers, entrepreneurs, sales teams and digital marketing practitioners with the strategic and practical capabilities required to build meaningful digital communities, create high-value content, strengthen brand visibility and convert social engagement into measurable organizational outcomes. Social media has evolved from a primarily communication channel into an important component of brand management, customer acquisition, customer service, market intelligence, reputation management and commercial growth. Organizations therefore require more than frequent posting. They need a coherent strategy connecting audience insight, brand positioning, content, platforms, engagement, campaigns and performance measurement. A major focus is placed on content strategy and storytelling. Participants learn how to transform organizational expertise, products, services and customer experiences into relevant content that educates, informs, inspires and supports customer decision-making. The programme also examines brand engagement and online community development, including audience interaction, social listening, customer conversations, reputation management and response strategies. Participants learn how to develop consistent brand experiences while adapting communication to the characteristics of different platforms. The programme further explores influencer marketing, paid social advertising, user-generated content, short-form video, social commerce, AI-assisted content development and emerging social-media trends, while emphasizing responsible and authentic brand communication

Course Objectives

- Develop comprehensive social media strategies aligned with organizational objectives.
- Identify and analyse target audiences and their digital behaviours.
- Select appropriate social media platforms for specific business objectives.
- Develop effective content strategies and content pillars.
- Create structured social-media editorial and content calendars.
- Apply storytelling techniques to strengthen brand communication.
- Build and manage engaged online communities.
- Develop social-media campaigns for awareness, engagement and lead generation.
- Apply social listening and online reputation-management techniques.
- Use social-media analytics to measure performance and improve content.
- Integrate organic social media, paid advertising and influencer strategies.
- Apply AI and emerging technologies responsibly to social-media marketing.

Course Modules

> Module 1: Social Media Marketing Strategy & Management
- Strategic role of social media in modern marketing
- Linking social media with organizational and marketing objectives
- Social media strategy development
- Platform selection and strategic prioritization

> Module 2: Audience Intelligence, Personas & Digital Behaviour
- Understanding digital audiences
- Audience segmentation and persona development
- Social-media behaviour and customer motivations
- Audience insights and social listening

> Module 3: Content Strategy & Editorial Planning
- Developing a strategic content framework
- Content pillars, themes and formats
- Editorial calendars and publishing schedules
- Content governance and workflow management

> Module 4: Brand Storytelling & Digital Brand Communication
- Principles of effective brand storytelling
- Developing compelling brand narratives
- Communicating brand values and differentiation

- Consistency across digital touchpoints

> Module 5: Platform Strategy & Social Media Management
- Characteristics of major social platforms
- Platform-specific content strategies
- Organic social-media management
- Cross-platform content integration

> Module 6: Community Building, Engagement & Customer Interaction
- Building and managing digital communities
- Engagement strategies and conversation management
- Responding to customer questions and complaints
- Building trust and customer advocacy

> Module 7: Social Media Campaigns, Paid Promotion & Lead Generation
- Social-media campaign planning
- Paid social advertising fundamentals
- Audience targeting and campaign segmentation
- Lead-generation and conversion campaigns

> Module 8: Influencer Marketing, User-Generated Content & Social Commerce
- Influencer identification and partnership strategy
- User-generated content and social proof
- Social commerce and digital customer journeys
- Measuring influencer and social-commerce performance

> Module 9: Social Media Analytics, Reputation & Performance Management
- Social-media KPIs and performance metrics
- Engagement, reach, traffic and conversion analytics
- Social listening and reputation monitoring
- Performance dashboards and content optimization

> Module 10: AI, Emerging Trends & Social Media Transformation
- AI-assisted content development and personalization
- Short-form video and emerging content formats
- Automation and social-media management technologies
- Developing a sustainable social-media transformation roadmap

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