

PROFITING FROM EFFECTIVE SOCIAL MEDIA MARKETING

"Harness the Power of Social Media to Drive Profit and Business Growth"

Schedule

Date	Venue	Fees (Face-to-Face)
19 - 20 Aug 2026	Manama, Bahrain	USD 1995 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Social media is a powerful tool for driving business growth, and when used strategically, it can generate substantial profits. This 2-day course provides participants with the skills and insights to effectively use social media platforms for marketing, brand building, and customer engagement. You will learn how to craft social media strategies that align with business goals, optimize content for various platforms, and measure the success of your social media efforts.

By the end of this course, participants will have the expertise to create and execute a social media marketing plan that delivers tangible results for their business.

Objectives

By the end of this course, participants will be able to:

- Understand the fundamentals of social media marketing and its role in business growth.
- Develop effective social media strategies that align with business goals.
- Create engaging content tailored to different social media platforms.
- Utilize analytics tools to measure social media success and ROI.
- Build a loyal community of followers and convert them into customers.

Why Attend

- Gain expertise in leveraging social media for business profitability.
- Learn how to create and implement a social media marketing plan.
- Master the art of crafting engaging content for various platforms.
- Learn how to measure and optimize the success of your social media campaigns.
- Enhance your digital marketing skills and stay ahead in the competitive business landscape.

Target Audience

This program is designed for:

- Marketing professionals looking to enhance their social media marketing skills.
- Small business owners and entrepreneurs looking to profit from social media.
- Social media managers responsible for executing online marketing strategies.
- Digital marketers and brand managers seeking to increase their business's online presence.
- Anyone interested in learning how to profit from social media marketing

Individual Benefits

Key competencies that will be developed include:

- Expertise in social media strategy and campaign management.
- Skills in creating engaging content for diverse social platforms.
- Proficiency in using social media analytics tools to measure success.
- Knowledge of community-building strategies to grow a loyal customer base.
- Ability to track and increase return on investment (ROI) for social media marketing.

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Ability to create and implement effective social media strategies that align with business objectives.
- Improved skills in content creation, audience engagement, and brand positioning.
- Capability to use data-driven insights to optimize social media marketing efforts.
- Ability to measure social media ROI and make informed decisions for business growth.
- Enhanced brand visibility and increased customer loyalty through social media channels.

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Deep dive into social media marketing strategies and trends.
- Case Studies - Real-world examples of businesses using social media successfully.
- Workshops - Hands-on exercises in creating social media campaigns and content.
- Peer Exchange - Group discussions on social media challenges and opportunities.
- Tools - Introduction to social media analytics tools and content creation platforms.

Course Outline

Detailed 2-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM **Daily Format:** 3-4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Introduction to Social Media Marketing and Strategy

- Module 1: Understanding Social Media Marketing (07:30 – 09:30)
 - The evolution and importance of social media marketing.
 - Overview of popular social media platforms and their audience.
 - Understanding the role of social media in business growth.
- Module 2: Developing a Social Media Marketing Strategy (09:45 – 11:15)
 - Key components of a successful social media strategy.
 - Aligning social media marketing with business goals.
 - Group activity: Creating a social media marketing strategy for a business.
- Module 3: Content Creation and Optimization for Social Media (01:00 – 03:30)
 - Best practices for creating engaging content for different social media platforms.
 - Tips for optimizing content to increase reach and engagement.
 - Workshop: Developing social media posts for different platforms.

Day 2: Advanced Social Media Techniques and Measuring Success

- Module 1: Social Media Advertising and Promotions (07:30 – 09:30)
 - Overview of social media advertising options (Facebook, Instagram, LinkedIn).
 - How to create effective ads and set campaign goals.
 - Case study: Successful social media advertising campaigns.
- Module 2: Measuring and Analyzing Social Media Success (09:45 – 11:15)
 - Introduction to social media analytics tools.
 - Key metrics to track and analyze the success of social media efforts.
 - Workshop: Analyzing social media campaign data to optimize performance.
- Module 3: Building and Managing a Social Media Community (01:00 – 03:30)
 - Techniques for building a loyal community of followers.
 - Engaging with followers and responding to customer inquiries.
 - Final project: Creating a community-building plan for social media.

Certification

Participants will receive a Certificate of Completion in Social Media Marketing, validating their skills in utilizing social media to drive business growth and profitability.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
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