

MAXIMIZING SOCIAL MEDIA FOR CUSTOMER ENGAGEMENT & CUSTOMER EXPERIENCE

“Harnessing the Power of Social Media to Build Stronger Customer Relationships”

Schedule

Date	Venue	Fees (Face-to-Face)
26 - 27 Aug 2026	Manama, Bahrain	USD 1995 per delegate

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

Introduction

Social media is a powerful tool for businesses to engage with their customers, foster relationships, and enhance the overall customer experience. This 2-day course will provide participants with the strategies and tools needed to use social media platforms effectively for customer engagement. From creating compelling content to leveraging analytics for improved customer satisfaction, this course will equip you with the knowledge to maximize social media’s potential in enhancing your brand’s relationship with customers.

You will explore real-world examples, case studies, and best practices to create a strong social media presence that promotes brand loyalty and drives customer satisfaction.

Objectives

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

- Understand the role of social media in customer engagement and experience.
- Create a social media strategy that aligns with customer engagement goals.
- Use different social media platforms to drive customer interaction and satisfaction.
- Implement techniques for analyzing and improving social media performance.
- Develop effective content strategies to foster customer relationships.

Why Attend

- Learn the best practices for engaging with customers on social media platforms.
- Understand the importance of customer experience and how social media can enhance it.
- Gain insights into social media analytics and how to use data for improving engagement.
- Learn how to create content that resonates with customers and builds brand loyalty.
- Discover strategies to manage customer feedback and complaints effectively on social media.

Target Audience

This program is designed for:

- Social media managers and digital marketers responsible for customer engagement.
- Customer experience professionals looking to leverage social media to enhance their service.
- Business owners seeking to improve their brand's presence and relationships with customers.
- Marketing professionals interested in gaining deeper insights into social media's role in customer engagement.

Individual Benefits

Key competencies that will be developed include:

- Proficiency in using social media platforms for customer engagement.
- Ability to create targeted content that resonates with audiences.
- Skills in measuring and analyzing social media performance for continuous improvement.
- Knowledge of managing customer feedback and building loyalty through social media.
- Expertise in developing a strategic social media plan aligned with business objectives.

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- The ability to create a robust social media strategy for customer engagement.
- Skills to increase customer satisfaction and loyalty through effective social media management.
- Knowledge of using analytics to track and improve social media performance.
- Capability to foster stronger customer relationships and enhance brand reputation.
- Ability to align social media strategies with broader organizational goals.

Instructional Methodology

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

- Strategy Briefings - Detailed discussions on how social media drives customer engagement and experience.
- Case Studies - Examples of businesses effectively using social media to engage customers.
- Workshops - Hands-on exercises to design and implement social media strategies for customer engagement.
- Peer Exchange - Interactive discussions on challenges and solutions for improving customer experience via social media.
- Tools - Resources for measuring social media performance and customer engagement.

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 for Customer Engagement

- Module 1: Understanding Social Media's Role in Customer Engagement (07:30 – 09:30)
 - The importance of social media in customer experience and engagement.
 - Key platforms for customer interaction and engagement.
 - Strategies for building a social media community.
- Module 2: Creating a Social Media Strategy for Engagement (09:45 – 11:15)
 - Elements of a successful social media engagement strategy.
 - Defining goals and objectives for social media engagement.
 - Group activity: Developing a social media strategy for a brand.
- Module 3: Content Creation for Customer Engagement (01:00 – 03:30)
 - Creating content that resonates with your audience.
 - Visual storytelling and content formats for engagement.
 - Workshop: Developing a content calendar and posts for social media.

Day 2: Enhancing Customer Experience and Measuring Engagement

- Module 1: Building Customer Loyalty Through Social Media (07:30 – 09:30)
 - Techniques for fostering customer loyalty on social media.
 - Case study: Brands with successful social media loyalty programs.
 - Group activity: Creating a loyalty program for a brand via social media.
- Module 2: Analyzing and Measuring Social Media Performance (09:45 – 11:15)
 - Using analytics tools to track engagement and performance.
 - Measuring ROI on social media efforts.
 - Workshop: Analyzing data and making improvements to engagement strategies.
- Module 3: Handling Customer Feedback and Complaints (01:00 – 03:30)
 - Best practices for responding to customer feedback on social media.
 - Managing complaints and turning them into positive experiences.
 - Role-playing exercise: Responding to customer feedback on social media.

Certification

Participants will receive a Certificate of Completion in Social Media for Customer Engagement & Experience, recognizing their expertise in leveraging social media platforms to build stronger customer relationships and improve overall customer satisfaction.

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