

## SOCIAL MEDIA MARKETING AND NETWORKING

*“Leverage Social Media to Build Connections, Boost Engagement, and Drive Business Growth.”*

### Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

► **Available delivery methods:** In-House Training

### Introduction

Social media has become an indispensable tool for businesses and professionals to engage audiences, build brand awareness, and generate leads. Effective social media marketing combines strategic content, networking skills, and data-driven insights to create impactful campaigns and meaningful relationships.

The Social Media Marketing and Networking course equips participants with practical skills to plan, execute, and optimize social media strategies across platforms. Participants will learn to grow their network, engage target audiences, create compelling content, and measure performance for continuous improvement.

### Objectives

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

- Understand the fundamentals of social media marketing and professional networking.
- Develop strategic social media plans aligned with business goals.
- Create engaging, relevant, and shareable content for multiple platforms.
- Build and expand professional networks to enhance brand presence.
- Leverage social media analytics to measure and improve campaign performance.
- Utilize social media advertising to increase reach and engagement.
- Apply best practices for ethical and professional online communication.
- Integrate social media strategies with broader marketing and business objectives.

## Why Attend

In today's digital landscape, social media is a key driver of business growth and professional visibility. This course provides actionable strategies, hands-on exercises, and real-world examples to help participants harness social media effectively for marketing, networking, and personal or corporate branding.

## Target Audience

This course is suitable for:

- Marketing and Social Media Professionals
- Entrepreneurs and Business Owners
- Brand Managers and PR Professionals
- Sales and Business Development Executives
- Students and Professionals seeking personal branding and networking growth
- Anyone responsible for managing social media presence or campaigns

## Individual Benefits

- Gain practical skills in social media marketing, content creation, and networking.
- Learn to build and maintain a professional online presence.
- Increase engagement with target audiences and potential clients.
- Develop measurable strategies to track and improve social media performance.
- Enhance career opportunities through personal branding and networking.
- Build confidence in using social media as a professional marketing tool.

## Organizational Benefits

- Strengthen brand awareness and digital presence.
- Improve customer engagement and interaction across platforms.
- Increase lead generation and sales opportunities through targeted campaigns.
- Enhance employee and leadership visibility online.
- Optimize marketing ROI by leveraging data and analytics.
- Foster a professional and consistent social media strategy organization-wide.

## Instructional Methodology

The training employs a hands-on, interactive approach through:

- Case studies of successful social media campaigns and networking strategies
- Workshops on content creation, platform optimization, and engagement tactics
- Practical exercises in building networks and growing online presence
- Group discussions and peer feedback on social media strategies
- Simulations of real-world marketing and networking scenarios
- Use of analytics tools to monitor performance and optimize campaigns
- Continuous guidance, Q&A sessions, and instructor coaching

## Course Outline

- Module 1: Introduction to Social Media Marketing and Networking
- Module 2: Understanding Platforms, Audiences, and Trends
- Module 3: Social Media Strategy Development and Planning
- Module 4: Content Creation, Posting, and Scheduling
- Module 5: Building and Expanding Professional Networks
- Module 6: Engaging Audiences and Community Management
- Module 7: Social Media Advertising and Campaign Optimization
- Module 8: Analytics, Metrics, and Measuring ROI
- Module 9: Professional Online Presence and Personal Branding
- Module 10: Capstone Project – Designing and Executing a Social Media Marketing Campaign

## Certification

Upon successful completion, participants will receive a Certificate in Social Media Marketing and Networking, recognizing their ability to develop, manage, and optimize social media strategies while building effective professional networks.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

<p><b>In-House / Customized Training</b></p> <p>Interested in running this course for your team?</p> <p>Please contact us:</p>	<p>TEL:</p> <p><b>+601116373203</b></p>	<p>EMAIL:</p> <p><b>info@mawaevents.net</b></p>
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