



**Social  
Media**

**Duration  
(Two Days)**

**TRAINING ON  
SOCIAL MEDIA FOR BUSINESS  
DEVELOPMENT** **15-16 JANUARY**

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- \* Marketing platforms for business development (Facebook, LinkedIn, Twitter)
- \* Blogging and Content Development
- \* Social Media Persons
- \* Define metrics and Return of Investment (ROI)



## TRAINING OBJECTIVES

The training aims to provide the strategic guide to use social media so to generate credible leads and attract new customers.



## TARGET AUDIENCE

The training is designed for the following persons;

- \* Marketing managers and their team members
- \* Sales people
- \* Business Development teams
- \* Online Marketing, Social Media and PR consultants



## TRAINING CONTENTS

This training course covers the following contents;

- \* Introduction and History
- \* How we can Make the Most from Social Media
- \* Social Media Marketing Plan

## SOCIAL MEDIA & BUSINESS GROWTH



## EXPECTED OUTCOMES

After attending this training, participants will be able to;

- \* Design processes for generating leads using social media
- \* Formulate content that increases conversion rates
- \* Practical advice on incorporating mobile strategies into your marketing mix
- \* Measure the return on investment (ROI) of your social media campaigns