

# MODULES

## 1

- Social media system
- Social business – internal versus external, social collaboration, models, and social organizational stages
- Social media monitoring

## 2

- Strategic planning process
- Strategy and tactics for integration and implementation
- Social media listening and response
- Social media influence – segmentation and targeting

## 3

- Content engagement strategy
- Data analytics and measuring ROI
- Data security and privacy

## PROGRAM OBJECTIVES

- Understand the social media system
- Understand the social business – internal versus external, social collaboration, models, and social organizational stages
- Effectively monitor the social media
- Know the strategic planning process and tactics for integration and implementation
- Effectively use social media listening and response
- Know the social media influence – segmentation and targeting
- Understand the content engagement strategy
- Effectively use data analytics and measuring ROI
- Increase ability to keep the data security and privacy



# Digital Marketing with **Social Media**

**40**  
Hours

International certificate

PEARSON

A Pearson Assured Organisation

## PROGRAM SUMMARY

This course is focused on helping you develop the skills and techniques required to maximize your Return on Investment in your business through digital marketing and social media. Participants will learn the ability to plan and develop social media activities that target specific audiences and business goals in an effective, efficient and structured way of approaching digital marketing that will increase productivity and business benefit.

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