

Advanced Social Media Workshop

NELL PROGRAM ACADEMY

2015/2016



In an increasingly digitized world, proficiency with the social media platforms you use is not just an advantage, but a requirement, for effective marketing.

Social media course includes an overview of each social media channel along with real examples and step by step instructions on how to set up social media pages. Get ready to learn from renowned experts that have launched some of the most successful social media campaigns today. Whether you are a student or a business professional, you will benefit from the education we provide you with.

Social Media training involves content creation, blogging, search engine optimization and staying on top of the latest trends and strategies.

Our social media program is designed to give your marketing career a boost and help you manage your brand with confidence.



Advanced Social Media Training

Day 1: Facebook Advertising

Introduction to Facebook Social Ads

How to segment your demographic with Facebook advertising

Understanding Facebook bidding strategies

Facebook ads and eCommerce techniques

Split testing Facebook ads

Facebook mobile ads

Facebook ads for events, fan acquisition and posts

The ideal Ad copy for Facebook ads

Facebook business strategies that work

Using Facebook places to leverage new and returning customers

Day 2: Social SEO

What is SEO?

How can Social Media help SEO

The ideal social media profile

How to optimize Youtube videos to help SEO

How to make the best out of your blog

Day 3: Social Media measurability

How to create a simple social media strategy

Social media KPIs

How to measure each KPIs

Intro to Google Analytics

Creating goals in Google Analytics

Creating Social Media Dashboards in Google Analytics

Course Duration/ and place of training

The course will be conducted over three days

Dates: 7th, 8th, 9th November 2015

Total hours: 9 hours

Total hours per day: 3 hours

Venue: Nell Program Academy

Course Instructors

Trainer: Jawdat Shammass

Certificates

Nell Program Academy – Attendance certificate

Course Fees

Fees per trainee: 200 JD