

# Strategic Digital and Innovative Social Media Marketing

## COURSE OVERVIEW

This course equips marketing and communication professionals with the strategic mindset and digital tools required to compete in today's data-driven, fast-evolving digital landscape. It focuses on using social media and digital marketing channels to build brand equity, drive engagement, generate leads, and deliver measurable ROI.

Through a mix of strategy development, content planning, analytics, and automation, participants will learn how to design innovative campaigns, use AI-enhanced tools, and adapt quickly to platform algorithm changes, audience behaviours, and digital trends.

## WHO SHOULD ATTEND?

This course is suitable for Marketing Professionals, Brand Managers, Communication Specialists, Social Media Officers, PR Teams, Content Creators, and Business Development Leads who are involved in digital strategy, online engagement, or brand visibility.

## COURSE OUTCOMES

Delegates will gain knowledge and skills to:

- Develop a digital marketing strategy aligned with organizational goals
- Plan and manage high-performing social media campaigns across platforms
- Leverage analytics and audience insights to optimize content and ad spend
- Create engaging, shareable, and targeted multimedia content
- Integrate AI and automation tools for scheduling, targeting, and performance tracking
- Navigate platform-specific trends, algorithms, and ad policies
- Track ROI and report results using dashboards and performance metrics

## KEY COURSE HIGHLIGHTS

At the end of the course, you will understand:

- Omni-channel digital marketing strategy development
- Social media analytics, KPIs, and campaign performance tools
- Use of AI and automation in campaign management (e.g., Metricool, Buffer, ChatGPT)
- Content calendar design and storytelling for brand engagement
- Video marketing, reels, and influencer collaboration strategies
- Running and optimising paid ads on Google, Meta, LinkedIn, and X
- SEO, SEM, email marketing, and retargeting strategies
- Hands-on workshops using real campaign data and tools

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded