

Social Listening, Analytics and Digital Engagement Strategy

COURSE OVERVIEW

Social Listening, Analytics and Digital Engagement Strategy is a dynamic course that analyzes how social listening tools and analytics can provide actionable insights into audience behavior, brand perception, and emerging trends. It is designed to empower professionals with the expertise to monitor, analyze, and influence online conversations effectively. Participants will learn to develop data-driven digital engagement strategies that enhance customer relationships, optimize content delivery, and boost brand reputation across digital platforms. Emphasizing real-time monitoring and proactive decision-making, the program prepares participants to leverage social data for strategic communication and competitive advantage, transform social conversations into strategic intelligence, driving impactful and data-informed digital engagement.

WHO SHOULD ATTEND?

This course is ideal for digital marketers, social media managers, public relations professionals, brand managers, communication specialists, and business strategists who seek to enhance their digital engagement capabilities. It also suits analysts and customer experience professionals interested in harnessing social media insights to inform marketing strategies, product development, and reputation management.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Implement social listening techniques to monitor brand mentions and industry conversations.
- Utilize analytics to interpret social data and derive meaningful insights.
- Design and execute effective digital engagement strategies aligned with business goals.
- Identify and respond to audience sentiment and emerging trends proactively.
- Measure the impact of social listening and engagement efforts using key performance indicators.
- Integrate social listening insights into broader marketing and communication plans.
- Foster stronger customer relationships through personalized and timely digital interactions.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- Core principles and tools of social listening and social media analytics.
- Methods for tracking brand health, competitor activity, and industry trends.
- Techniques for sentiment analysis and audience profiling.
- Strategies for real-time digital engagement and crisis management.
- Case studies demonstrating successful social listening campaigns.
- Practical applications using leading analytics platforms and dashboards.
- Approaches for integrating social insights into multi-channel marketing strategies.
- Measurement frameworks for evaluating social listening and engagement outcomes.

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