Macrosoft

Vzdelávanie s trvalým efektom

DOCUMENT

Course syllabus

CATEGORY

Online marketing

TRAINING FORMAT

In Bratislava or online with a lecturer

PRICE EXCL. VAT

250,00 €

PRICE INCL. VAT

307,50 €

including 23 % VAT

PDF SYLLABUS

Online Marketing - Content Creation and Social Network Management

Clear overview of course topics, training scope and key information.

The course is intended for participants who have basic knowledge of online marketing and need to learn how to effectively manage social networks and improve in content communication through online channels.

COURSE CONTENT

01

Introduction to Social Networks

What social networks are Importance of social networks in communication with an audience Which social networks to focus on when creating a strategy Creating a business profile on social networks Demonstration of successful channels on social networks

02

Creating a Strategy for Social Networks

Definition of the target group Creating personas Setting communication and campaign goals Selection of a social network Creating a content plan

03

Company Pages on Social Networks

Who my audience is Working with statistics Setting Tone of Voice Planning posts

04

Creating a Campaign on Social Networks

Introduction to ads manager Explanation of campaign goals Preparation of the campaign audience Explanation of UTM and their use Working with Facebook pixel Creating a sample campaign under lecturer guidance Campaign optimization Presentation of campaign results and understanding them

Macrosoft

Vzdelávanie s trvalým efektom

05

Communication on a Social Network

Working with a company profile on social networks Benefits of using business manager Introduction to statistics on social networks Planning content creation

06

Discussion and Conclusion

This document serves as an informational overview of the course syllabus. Current dates, venue and availability are listed at Macrosoft.sk.

https://www.macrosoft.sk/en/courses/online-marketing-advanced