

**Thoarax Digital**  
MARKETING & DEVELOPMENT

# Mastering Social Media Marketing & Management



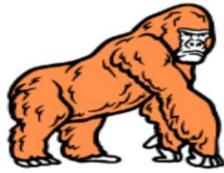
This training module is designed to equip you with the knowledge and skills to develop and execute winning social media strategies for your brand.

**Module Duration:** 4 Weeks | Virtual | Tuesday, Thursday, Saturday

### Who Should Attend:

- Marketing professionals.
- Business owners.
- Anyone interested in learning social media marketing fundamentals.

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## Module Outline:

### 1. Introduction to Social Media Marketing

- The power of social media for brands.
- Setting SMART goals for social media.
- Understanding the different social media platforms (Facebook, Instagram, Twitter, LinkedIn, etc.) and their unique audiences.

### 2. Building Your Social Media Strategy

- Identifying your target audience.
- Developing a brand voice and personality for social media.
- Creating a content calendar for consistent posting.

### 3. Content Creation for Social Media

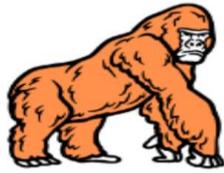
- Crafting compelling social media content (text, images, videos).
- Understanding visual storytelling techniques.
- Utilizing design tools (Canva).

### 4. Social Media Engagement & Community Building

- Techniques for growing your social media following.
- The art of social listening and responding to comments/messages.
- Building brand communities and fostering customer loyalty.

### 5. Social Media Advertising

- Introduction to paid advertising on social media platforms.
- Setting campaign objectives and targeting options.
- Measuring the success of your social media campaigns.



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## 6. Social Media Analytics & Reporting

- Understanding key social media metrics (reach, engagement, clicks).
- Using analytics tools to track your progress.
- Generating reports to demonstrate the value of social media.

## 7. Social Media Crisis Management

- Strategies for handling negative comments and online reputation issues.
- Maintaining brand voice during a crisis.
- Best practices for social media crisis communication.

## 8. The Future of Social Media

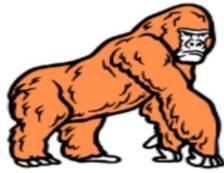
- Emerging trends and technologies in social media.
- Adapting your strategy to stay ahead of the curve.

## Bonus:

- Q&A Session with Thoarax Digital's Social Media Experts.

## Training Delivery:

- A mix of virtual interactive presentations, case studies, group discussions, and hands-on exercises.



## GENERAL KEY POINTS TO NOTE



1. Punctuality is important as your time starts counting at the scheduled training time.
2. The participants must come to class with a fully functional laptop and an internet connection to ensure smooth sailing of the training.
3. You have a 15-minute break in between your training scheduled time.
4. If for any reason the participants will miss a training session, 48 hours' notice should be given to the instructor, if not, the class will be forfeited, except in cases of emergencies.
5. All class and home tasks must be duly completed and submitted as they count in participant assessment.
6. The participants will be added to a WhatsApp group for support and task feedback within the training schedule.
7. At the end of the training, the participant will be given a project to assess their performance.