



One World, One University



Certified Social media professional

شهادة وسائل التواصل الاجتماعي المهنية

متوفر
باللغة
العربية



+20 1149 70 83 48 _ +20 114 550 83 26



csu@gxgroup-mea.com



❖ Introduction

Methods of communication with customers have witnessed dramatic changes all over the world, and all companies need to change the traditional marketing methods and change the way of communicating with their customers in line with modern technology, most notably media and social networking sites. You have to be ready to develop your company or project and move to the world of marketing through social media professionally through the most important courses in this field.





❖ Scientific Themes:

- The importance of marketing on social networking sites - LinkedIn - Facebook - Twitter - YouTube.
- The ten steps to implement social media technology that will help you reach positive results.
- Coordinating the company's goals with social networking sites to increase marketing effectiveness.
- Developing integrated marketing plans for 21 months.
- How to be a media and social media team? What are their tasks?
- Establishing the company's pattern and policy for dealing through social media.
- Selecting, preparing and developing appropriate social media channels.





- How to prepare successful content.
- Principles and requirements for preparing a social media marketing campaign.
- Reputation management on social networking sites.
- When do you need to use a company specializing in social media services? ... and what are the tasks that you will do?
- Analyzing and measuring performance, reputation, participation, and returns on investment in social media.





❖ Participants:

- The people responsible for developing and embedding the digital strategy.
- Managers and sales and marketing specialists.
- Managers and a social media specialist.
- Managers and public relations specialist.
- Entrepreneurs and business owners.
- People interested in the field of social communication

