



*Training Course:
Social Media Marketing*

4 - 8 January 2026

Dubai (UAE)

Residence Inn by Marriott Sheikh Zayed Road, Dubai

Training Course: Social Media Marketing

Training Course code: SC236326 From: 4 - 8 January 2026 Venue: Dubai (UAE) - Residence Inn by Marriott Sheikh Zayed Road, Dubai Training Course Fees: 4900 € Euro

Introduction

In today's digital-first world, social media has become one of the most powerful tools for communication, branding, and business growth. Organizations and professionals who understand how to strategically plan, create, and manage social media campaigns gain a significant advantage in reaching and engaging their target audiences.

The Social Media Marketing program, designed by Global Horizon Training Center, provides participants with an in-depth understanding of how to design, execute, and measure effective social media strategies. The course blends strategic thinking with practical tools and creative techniques, empowering professionals to use platforms such as Facebook, Instagram, LinkedIn, X Twitter, TikTok, and YouTube to enhance brand visibility, customer engagement, and organizational growth.

Objectives

By the end of this program, participants will be able to:

- Understand the role and importance of social media in modern marketing strategies.
- Identify target audiences and select the most effective social media platforms.
- Develop and implement comprehensive social media marketing strategies.
- Create compelling content tailored to different platforms and audiences.
- Manage paid advertising campaigns and track performance metrics.
- Measure campaign success using analytics and adjust strategies for better results.
- Build and maintain strong online communities and customer relationships.

Organizational Impact

Upon completion of this program, organizations will benefit through:

- Increased brand visibility and stronger online presence.
- Enhanced engagement and communication with customers and stakeholders.
- Better alignment between marketing strategy and digital communication efforts.
- Improved lead generation and customer conversion through targeted campaigns.

- Strengthened brand reputation and customer loyalty through consistent digital storytelling.
- Data-driven marketing decisions supported by analytics and performance insights.

Target Audience

This program is ideal for:

- Marketing and Communication Managers.
- Digital Marketing Specialists and Social Media Coordinators.
- Brand Managers and PR Professionals.
- Entrepreneurs and Small Business Owners.
- Content Creators and Media Professionals.
- Anyone seeking to develop strong practical and strategic social media marketing skills.

Outline

Day 1: Foundations of Social Media Marketing

- The evolution and impact of social media in modern business
- Key concepts and trends in digital and social marketing
- Understanding different social media platforms and their audiences
- Aligning social media strategy with business and marketing goals
- Case study: Successful social media brand campaigns
- Workshop: Assessing your organization's current social media presence

Day 2: Building a Social Media Strategy

- Steps to create an effective social media marketing strategy
- Defining audience personas and targeting techniques
- Choosing the right platforms for your business objectives
- Setting goals and KPIs for social media performance
- Content pillars and social media calendar planning

- Workshop: Developing a social media strategy framework

Day 3: Content Creation and Engagement

- Principles of engaging and persuasive content
- Visual storytelling: photos, videos, and infographics
- Writing for different platforms: tone, style, and frequency
- Leveraging hashtags, trends, and influencers
- Community management and audience interaction
- Practical exercise: Designing posts and campaign messages

Day 4: Social Media Advertising and Campaign Management

- Overview of paid advertising on Facebook, Instagram, LinkedIn, and TikTok
- Creating and managing ad campaigns
- Understanding algorithms and ad targeting tools
- Budgeting and performance optimization
- A/B testing and campaign adjustment
- Case study: Designing a paid campaign for a product launch

Day 5: Measuring Success and Continuous Improvement

- Tracking and analyzing social media performance
- Tools for monitoring engagement, reach, and ROI
- Using data to optimize future campaigns
- Managing social media crises and protecting brand reputation
- Integrating social media with broader marketing strategies
- Final Workshop: Presenting a complete social media marketing plan

Registration form on the Training Course: Social Media Marketing

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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