



*Training Course:  
Driving Business Performance with Social Media*

*20 - 24 July 2026  
Kigali (Rwanda)*

## Training Course: Driving Business Performance with Social Media

Training Course code: MA1072 From: 20 - 24 July 2026 Venue: Kigali (Rwanda) - Training Course Fees: 6350 € Euro

### Introduction

In today's digital landscape, social media has become a powerful driver of business performance, enabling organizations to connect with customers, build brand awareness, and generate measurable results. When used strategically, social media platforms can enhance marketing effectiveness, improve customer engagement, and support business growth.

This program, developed by [Global Horizon Training Center](#), equips participants with the knowledge and tools to leverage social media as a performance-driven business asset. It focuses on aligning social media strategies with organizational goals, optimizing content and engagement, and using analytics to measure and improve results.

Participants will gain practical insights into how to transform social media from a communication tool into a strategic platform for driving business success.

### Course Objectives

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

- Understand the role of social media in business performance
- Develop effective social media strategies aligned with business goals
- Create engaging and targeted content
- Enhance customer engagement and brand positioning
- Utilize social media analytics and performance metrics
- Optimize campaigns for better ROI
- Manage online reputation and customer interactions
- Integrate social media into overall business strategy

### Target Audience

This program is designed for:

- Marketing and Social Media Professionals
- Business Development and Sales Teams
- Managers and Entrepreneurs
- PR and Communication Specialists
- Customer Experience and Engagement Managers
- Professionals responsible for digital presence and branding

## Outline

### Day 1: Social Media Strategy and Business Alignment

- Overview of Social Media in Business
- Key Platforms and Their Business Applications
- Aligning Social Media with Organizational Objectives
- Identifying Target Audiences and Customer Segments
- Developing a Social Media Strategy Framework
- Case Studies on Successful Social Media Strategies

### Day 2: Content Creation and Engagement Strategies

- Principles of Effective Content Marketing
- Creating Engaging and Relevant Content
- Content Planning and Editorial Calendars
- Storytelling and Brand Voice
- Increasing Engagement and Interaction
- Managing Online Communities

### Day 3: Social Media Marketing and Campaign Management

- Designing Social Media Campaigns
- Paid Advertising and Targeting Techniques
- Influencer Marketing and Partnerships
- Lead Generation and Conversion Strategies
- Managing Campaign Performance
- Case Studies on Campaign Success

### Day 4: Analytics, Measurement, and Optimization

- Introduction to Social Media Analytics
- Key Metrics Reach, Engagement, Conversion, ROI
- Using Data to Improve Performance
- A/B Testing and Optimization Techniques
- Reporting and Dashboard Creation
- Continuous Improvement Strategies

### Day 5: Reputation Management and Future Trends

- Managing Online Reputation and Brand Image
- Handling Customer Feedback and Complaints
- Crisis Management in Social Media
- Ethical Considerations and Compliance
- Emerging Trends AI, Automation, Social Commerce
- Developing a Social Media Action Plan

## Registration form on the Training Course: Driving Business Performance with Social Media

Training Course code: MA1072 From: 20 - 24 July 2026 Venue: Kigali (Rwanda) - Training Course Fees: 6350  
€ Euro

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

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
Egypt.