



*Training Course:
Driving Business Performance with Social Media*

*8 - 12 March 2027
Kigali (Rwanda)*

Training Course: Driving Business Performance with Social Media

Training Course code: MA1072 From: 8 - 12 March 2027 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

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

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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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