



*Training Course:
Optimizing Social Media Presence: Tactics for
Specialists*

*29 March - 2 April 2027
Cape Town (South Africa)
DoubleTree by Hilton Cape Town - Upper Eastside*

Training Course: Optimizing Social Media Presence: Tactics for Specialists

Training Course code: SM235703 From: 29 March - 2 April 2027 Venue: Cape Town (South Africa) - DoubleTree by Hilton Cape Town - Upper Eastside Training Course Fees: 6350 € Euro

Introduction

In today's digital-first landscape, social media is a primary channel for brand visibility, customer engagement, and revenue generation. Specialists are expected to go beyond basic posting—leveraging analytics, content strategy, and platform-specific tactics to deliver measurable results.

This program, designed by Global Horizon Training Center, equips participants with advanced, practical techniques to optimize social media presence, enhance engagement, and drive conversions across key platforms.

Course Objectives

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

- Develop platform-specific social media strategies
- Optimize profiles and content for maximum reach and engagement
- Create high-performing content aligned with audience behavior
- Use analytics and insights to improve performance
- Apply advanced engagement and community management tactics
- Run and optimize paid social media campaigns
- Build brand consistency and digital identity
- Increase conversions and ROI from social media efforts

Target Audience

This program is designed for:

- Social Media Specialists and Managers
- Digital Marketing Professionals
- Content Creators and Brand Managers
- Marketing and Communications Teams
- Entrepreneurs and Business Owners
- Professionals managing online brand presence

Outline

Day 1: Social Media Strategy and Positioning

- Role of social media in business growth
- Platform selection Instagram, LinkedIn, TikTok, etc.
- Audience analysis and targeting
- Brand positioning and voice
- Competitor benchmarking

Day 2: Content Strategy and Creation

- Content planning and calendars
- High-performing content types video, reels, stories
- Copywriting for engagement
- Visual branding and design basics
- Content optimization techniques

Day 3: Engagement and Community Management

- Building and managing online communities
- Engagement strategies and interaction techniques
- Handling comments, messages, and feedback
- Influencer collaboration basics
- Crisis and reputation management

Day 4: Analytics, Advertising, and Growth

- Social media analytics and KPIs
- Performance tracking tools
- Paid advertising fundamentals
- Campaign setup and optimization
- Growth hacking techniques

Day 5: Integration, Optimization, and Case Studies

- Integrating social media with overall marketing strategy
- Conversion optimization techniques
- Automation tools and scheduling platforms
- Case studies and best practices
- Action plan development

Registration form on the Training Course: Optimizing Social Media Presence: Tactics for Specialists

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