

Scandinavian Academy
Training Center

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Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

Course: Social Media Marketing and Networking

Code	City	hotel	Start	End	price	Language - Hours
SM-565SA	Al Khobar	Hotel Meeting	2027-05-30	2027-06-03	9950 SR	En - 25

Introduction

This program is designed for:

Marketing professionals at a beginner or intermediate level, account representatives, associates, territory managers, business owners, strategists, sales managers, business development professionals, sales executives and marketers who are involved in interactive marketing strategies and would like to gain a practical understanding of the latest techniques and tools available in web marketing and social media to gain leads and increase sales.

Objectives

- Effectively employ social media to develop leads to help them increase sales volume.
- Publish content people want to read and search engines reward with high rankings.
- Migrate from individual marketing activities to online marketing.
- Monitor the web for buzz and communication affecting their brand.
- Use tools like blogs, and social networking to enhance their online presence.
- Recognize how to gain followers on Twitter, Facebook and LinkedIn and instantly communicate with current and potential customers Listen to customers using social media channels while saving time on emails and phone calls to reach more people via social networking.
- Do a step-by-step approach for building an online marketing strategy and an action plan to create online leadership for their organization.

Content

Marketing on the Web

- The Rules of Web Marketing and Public Relations (PR)
- The Convergence of Marketing and PR on the Web
- Content Writing that Drives Action

Web-Based Communications to Reach Buyers Directly

- Content-Rich Web Sites and Online Media Rooms
- Online News Releases, Reaching the Media and Developing Leads
- Blogging for Business and Marketing
- Search Engine and Viral Marketing
- The Power of Search Engine Optimization (SEO) in Beating Your Competitors
- Hands-On Practice: Creating Blogs

Social Marketing and Networking on the Web

- Leveraging Social Media to Engage Customers and Build Your Brand
- Hands-On and Practical Approach to Twitter, Facebook and LinkedIn
- Social Selling on Social Networks
- Tweeting Your Way to Success
- Tools to Engage Customers and Ignite Your Business
- Engaging Your Customers and the Public on LinkedIn
- Facebook Marketing Techniques
- The Integration of all Networks to Achieve Viral Effects
- Getting People to Know, Trust and Like You Online
- Social Selling Importance in B2B Sales

Developing an Online Marketing Strategy

- Creating an Online Marketing Plan

- Developing Internet Marketing Strategies
- How to Master Business Social Media to Brand Yourself
- Building, Cultivating and Measuring Success on the New Web
- Overview of Analytics and Interpretation of Results and Graphs
- Social Sales Forecasting and Analytics
- Blog Presentation by Participants and Suggestions for Improvement
- Empire Avenue and the Power of Brands Online
- Klout, Peerindex, Kred, Trustcloud and the Measure of Influence on the Web

Templates and Checklists

- Website Benchmark Scorecard
- Action Plan Worksheet
- Internet Marketing Training Follow-Up

The Scandinavian Academy for Training Center adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

Program Timings: 9:00 AM to 2:00 PM

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

Our Success Partners

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