

Social Media Strategy and Analysis Track

Introduction

- What's Digital Marketing?
- Difference between Tradition and Digital Marketing
- Digital Marketing fields and Components
- Intro to Social Media Marketing
- Intro to Content Marketing
- Intro to SEO
- Intro to Google Ads
- Intro to Email Marketing
- Digital Marketing and Social Media in Arab World

Analysis

- What is Situation and Competitor Analysis
- Why we need SWOT Analysis
- Social Media Profile Analysis
- Engagement Analysis
- Community Management Analysis
- How to make Recommendations

Strategy and Planing

- Define Goal and Objectives
- How to create Buyer Personas for your Business
- How to create a Brand Persona
- Define the adequate Tone of Voice
- Define the right Platform
- How to create a Content Strategy
- Prepare your monthly Content Calendar

Social Media Strategy and Analysis

- Social media Monitoring
- Social Media Listening
- Crisis Management
- Platforms Algorithm