MARKETING & COMMUNICATION · SHORT COURSE

Digital Marketing, Content Creation and Strategic Social Media Communication

This practical course equips marketing professionals, communication officers, business owners, entrepreneurs, public relations practitioners, and digital media teams with the knowledge and practical skills required to develop effective digital marketing strategies, create engaging content, manage social media platforms, and communicate strategically with target audiences.

DATES	7–11 Dec 2026	DURATION	5-day course
COURSE FEE	TZS 1,200,000 · per participant	VAT	Fee excludes VAT
VENUE	Arusha, Tanzania	DAILY HOURS	8:30 AM – 4:30 PM
FEE INCLUDES	Course materials, lunch and refreshments	CERTIFICATE	Certificate of attendance
TRAINER	Elly International training team	APPLICATIONS	Open for applications

Overview

This practical course equips marketing professionals, communication officers, business owners, entrepreneurs, public relations practitioners, and digital media teams with the knowledge and practical skills required to develop effective digital marketing strategies, create engaging content, manage social media platforms, and communicate strategically with target audiences.

Participants will explore modern digital marketing channels, audience research, brand positioning, content strategy, social media management, search engine optimization, email marketing, online advertising, influencer marketing, and digital campaign planning. The course emphasizes practical content creation using images, videos, graphics, short-form content, and written communication suitable for different digital platforms.

The course also focuses on strategic social media communication, including audience engagement, reputation management, crisis communication, social media analytics, campaign performance measurement, and the use of data to improve digital marketing decisions. Through practical exercises, real-world case studies, campaign simulations, and guided projects, participants will develop and implement a complete digital marketing and social media communication strategy.

Course content

Module 1: Fundamentals of Digital Marketing

- Introduction to digital marketing and the digital marketing ecosystem
- Traditional marketing versus digital marketing
- Digital marketing channels and platforms
- Understanding the digital customer journey
- Identifying target audiences and customer personas
- Market research and competitor analysis
- Brand positioning in digital environments

- Developing digital marketing objectives
- Digital marketing trends and emerging technologies

Module 2: Digital Marketing Strategy and Campaign Planning

- Developing a digital marketing strategy
- Setting SMART marketing objectives
- Audience segmentation and targeting
- Customer journey mapping
- Digital marketing funnel development
- Channel selection and integration
- Campaign planning and budgeting
- Developing digital campaign calendars
- Integrating online and offline marketing activities
- Measuring digital marketing success

Module 3: Content Strategy and Content Creation

- Principles of effective digital content
- Developing a content strategy
- Content pillars and themes
- Storytelling for digital marketing
- Writing engaging social media captions
- Creating promotional and educational content
- Graphic design principles for digital media
- Image and visual content creation
- Short-form video and promotional video content
- Reels, Stories, Shorts and other emerging formats
- Content calendars and publishing schedules
- Repurposing content across multiple platforms

Module 4: Strategic Social Media Communication

- Social media platforms and their characteristics
- Facebook, Instagram, LinkedIn, TikTok, YouTube and X
- Selecting the right platforms for target audiences
- Social media branding and profile optimisation
- Developing a strategic social media presence
- Community management and audience engagement
- Building online communities
- Social media communication techniques
- Managing comments, questions and customer feedback
- Professional communication and online etiquette
- Managing negative feedback and online reputation

Module 5: Search Engine Optimization and Online Visibility

- Introduction to Search Engine Optimization (SEO)
- Search engines and how they work
- Keyword research and search intent
- On-page and off-page SEO
- Optimizing website content
- SEO-friendly headlines, descriptions and content
- Local SEO and Google Business visibility

- Link building and digital authority
- Measuring and improving search visibility
- Common SEO mistakes and best practices

Module 6: Digital Advertising and Paid Social Media Campaigns

- Introduction to digital advertising
- Paid versus organic digital marketing
- Social media advertising fundamentals
- Audience targeting and segmentation
- Campaign objectives and ad formats
- Budgeting and bidding concepts
- Creating effective advertising messages
- Visuals and calls-to-action
- A/B testing and campaign optimization
- Conversion tracking and performance measurement
- Introduction to Meta, Google and LinkedIn advertising ecosystems

Module 7: Email Marketing, Customer Engagement and Conversion

- Fundamentals of email marketing
- Building and managing subscriber lists
- Email campaign planning
- Newsletter development
- Writing effective marketing emails
- Personalization and audience segmentation
- Lead generation and lead nurturing
- Calls-to-action and conversion optimization
- Customer relationship communication
- Measuring email marketing performance
- Email marketing ethics, privacy and compliance

Module 8: Social Media Analytics and Digital Marketing Performance

- Introduction to digital marketing analytics
- Social media metrics and Key Performance Indicators (KPIs)
- Reach, impressions, engagement and audience growth
- Website traffic and conversion measurement
- Understanding engagement rates
- Campaign performance analysis
- Social media insights and reporting tools
- Developing digital marketing dashboards and reports
- Interpreting campaign data
- Using analytics to improve marketing strategies
- Return on Investment (ROI) and Return on Ad Spend (ROAS)

Module 9: Digital Brand Management, Influencer Marketing and Online Reputation

- Building and maintaining a digital brand
- Brand consistency across digital channels
- Personal branding and professional online presence
- Influencer marketing fundamentals
- Identifying and evaluating suitable influencers
- Influencer campaign planning

- User-generated content and social proof
- Online reputation management
- Monitoring brand mentions and public conversations
- Handling reputational risks and communication challenges
- Developing a digital crisis communication approach

Module 10: AI-Powered Digital Marketing and Content Creation

- Introduction to Generative AI in digital marketing
- AI-assisted content ideation and planning
- Developing marketing prompts
- AI-assisted copywriting and social media captions
- AI-supported content calendars
- AI-assisted audience and competitor research
- Generating creative campaign concepts
- AI tools for image, video and marketing content creation
- Personalization and marketing automation
- Fact-checking and human review of AI-generated content
- Responsible and ethical use of AI in marketing

Module 11: Practical Digital Marketing Campaign Development

- Developing a complete digital marketing campaign
- Defining campaign objectives and target audiences
- Developing customer personas
- Creating content pillars and content calendars
- Designing social media posts and short-form content
- Developing advertising messages and calls-to-action
- Creating an integrated social media campaign
- Campaign budgeting and scheduling
- Developing KPIs and measurement frameworks
- Practical campaign presentation and evaluation
- Group case studies and workplace-based exercises

Who should attend

This course is designed for:

- Digital marketing professionals
- Marketing and sales officers
- Social media managers
- Communication and public relations officers
- Corporate communication professionals
- Content creators and digital media professionals
- Brand and product managers
- Advertising and marketing executives
- Entrepreneurs and business owners
- Small and medium-sized enterprise (SME) managers
- Public relations practitioners
- Customer service and customer experience teams
- NGO and development-sector communication officers
- Government communication and public information officers
- Tourism and hospitality marketing professionals

- E-commerce and online business professionals
- Freelancers and digital marketing consultants
- Professionals responsible for organizational websites and social media platforms

Suitable Sectors

The course is particularly relevant to private companies, government institutions, ministries, departments and agencies, local government authorities, NGOs, development organizations, universities and educational institutions, banks and financial institutions, telecommunications companies, tourism and hospitality businesses, retail and e-commerce organizations, professional service firms, media organizations, startups, SMEs, and entrepreneurs seeking to strengthen their digital presence and customer engagement.

How to apply

Apply online at ellyinternational.co.tz. Your place is confirmed only after we review your application and contact you, within 1 working day.

Apply for this course | **Ask on WhatsApp** | **Email us**

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Details correct as of 28 November 2026.