MARKETING & COMMUNICATION · SHORT COURSE

Social Media Marketing & Management Mastery (Content, Ads, SEO, Analytics + Automation)

Many organizations actively post on social media but struggle to achieve:

DATES	22–25 Feb 2027	DURATION	4-day course
COURSE FEE	TZS 1,300,000 · 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

Many organizations actively post on social media but struggle to achieve:

- Consistent audience growth
- Meaningful engagement
- Lead generation
- Sales conversion
- Measurable ROI

Common challenges include:

- Lack of clear content strategy
- Inconsistent branding
- Poor targeting of advertisements
- Weak understanding of analytics
- Low conversion rates
- No automation workflows
- Poor integration between social media and business objectives

Posting without strategy leads to:

- Wasted advertising budgets
- Low engagement
- Limited brand visibility
- Poor customer acquisition

There is therefore a strong need for a practical, results-driven course that equips teams with structured content planning, paid advertising strategy, SEO alignment, analytics interpretation, and automation techniques for measurable growth.

Course content

Day 1: Strategy, Branding & Audience Targeting

Module 1: Social Media Marketing Fundamentals

- Digital marketing ecosystem overview
- Organic vs paid strategy
- Content funnel concepts

Module 2: Audience Identification & Branding

- Defining target personas
- Brand voice and positioning
- Content pillars

Practical Session (Hands-On)

- Creating audience personas
- Designing a content strategy framework

Day 2: Content Creation & Campaign Planning

Module 3: Content Development

- Writing engaging captions
- Visual storytelling
- Video content basics
- Content calendar planning

Module 4: Campaign Strategy

- Campaign goal setting
- Budget planning
- Performance indicators

Practical Session (Hands-On)

- Designing a 30-day content calendar
- Planning a campaign structure

Day 3: Paid Ads & SEO Integration

Module 5: Social Media Advertising

- Ad targeting fundamentals
- Budget allocation
- A/B testing basics
- Conversion tracking

Module 6: SEO & Discoverability

- Keyword research basics
- Optimizing profiles and posts
- Hashtag strategy
- Landing page alignment

Practical Session (Hands-On)

- Designing an ad campaign plan
- Optimizing a social profile for SEO

Day 4: Analytics, Optimization & Automation

Module 7: Analytics & Performance Tracking

- Key engagement metrics
- Conversion tracking
- Cost per lead analysis
- ROI calculation

Module 8: Automation & Workflow Management

- Content scheduling tools
- Automated responses

- CRM integration basics
- Email funnel alignment

Practical Session (Hands-On Labs)

- Reviewing performance dashboards
- Designing an automation workflow

Day 5: Lead Generation & Capstone

Module 9: Conversion & Funnel Design

- Lead magnets
- Sales funnels
- Retargeting strategies
- Customer journey mapping

Module 10: Scaling & Continuous Growth

- Growth experiments
- Optimization cycles
- Brand reputation management
- Long-term digital strategy

Capstone Practical Simulation
Participants will complete a full marketing plan including:

- Audience definition
- Content strategy
- Paid campaign design
- SEO alignment
- Analytics dashboard setup
- Automation workflow plan
- Presentation of measurable growth strategy

Course Wrap-Up

- Practical evaluation
- Participant reflections
- Facilitator recommendations
- Certificate guidance

Who should attend

Target Group

This course is suitable for:

- PR and Marketing Teams
- Customer Service Teams
- Entrepreneurs
- Communication Officers
- Brand Managers
- Digital Marketing Officers
- Small Business Owners

Recommended Prerequisites

- Basic social media usage knowledge
- Familiarity with business communication
- No advanced technical background required

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

+255 757 066 880 · training@ellyinternational.co.tz · Boma Road, Arusha, Tanzania · P.O. Box 13424

Details correct as of 28 November 2026.