Certified Social Media Marketing

Sales and Marketing

Course Overview

Certified Social Media Marketing: a 10-day professional training course from LTC Consultants, delivered in-classroom across Africa and live online.

What You Will Achieve

- Explain the core principles and current good practice in Social Media Marketing
- Apply practical tools and techniques for Social Media Marketing in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Social Media Marketing in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

Course Outline

1. Foundations of Social Media Marketing: principles, terminology and context
2. The business case: why Social Media Marketing matters to performance
3. Core tools, frameworks and methods
4. Applying the tools: guided case study and exercises
5. Common pitfalls and how experienced practitioners avoid them
6. Working with stakeholders: communication and influence
7. Measuring results and continuous improvement
8. Personal action planning and course review

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
23 Nov to 2 Dec 2026	Lagos	**$2,950**
30 Nov to 9 Dec 2026	Online	**$1,550**
7 to 16 Dec 2026	Pretoria	**$2,950**

LTC Consultants

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.