Paid Social Media Advertising and Performance Campaigns

Sales and Marketing

Course Overview

Paid Social Media Advertising and Performance Campaigns: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and...

What You Will Achieve

- Explain the core principles and current good practice in Paid Social Media Advertising and Performance Campaigns
- Apply practical tools and techniques for Paid Social Media Advertising and Performance Campaigns in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Paid Social Media Advertising and Performance Campaigns 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 Paid Social Media Advertising and Performance Campaigns: principles, terminology and context
2. The business case: why Paid Social Media Advertising and Performance Campaigns 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)
2 to 6 Nov 2026	Online	**$700**
16 to 20 Nov 2026	Johannesburg	**$1,450**
23 to 27 Nov 2026	Lagos	**$1,450**

30 Nov to 4 Dec 2026	Pretoria	**$1,450**
7 to 11 Dec 2026	Harare	**$1,650**

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