

Social Media Marketing and Content Strategy

Sales and Marketing

Course Overview

Social Media Marketing and Content Strategy: a 5-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 and Content Strategy
- Apply practical tools and techniques for Social Media Marketing and Content Strategy in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Social Media Marketing and Content Strategy in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Directors, senior managers, heads of department, team leaders and high-potential professionals preparing for greater leadership responsibility.

Course Outline

1. Foundations of Social Media Marketing and Content Strategy: principles, terminology and context
2. The business case: why Social Media Marketing and Content Strategy 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)
21 to 25 Sep 2026	Dar es Salaam	\$1,450
5 to 9 Oct 2026	Online	\$700
26 to 30 Oct 2026	Pretoria	\$1,450
9 to 13 Nov 2026	Gaborone	\$1,550
23 to 27 Nov 2026	Kigali	\$1,650
7 to 11 Dec 2026	Cape Town	\$1,550

LTC Consultants

Suite 601, Block 2, Monument Office Park, 79 Steenbok Ave, Monument Park, Pretoria, 0181, South Africa
+27 68 403 2806 | info@ltcconsultants.net | ltcconsultant.co.za

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