

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)
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.