Social Media Marketing

Course ref.
VV5008

Participants
not more than 9 participants

Schedule
1. Day: 10:00 - 17:00
2. Day: 09:30 - 16:00

Location & dates

Münster
25.02.2027 – 26.02.2027
05.07.2027 – 06.07.2027
09.09.2027 – 10.09.2027

Fee
1.200,00 € (ex. VAT)
1.428,00 € (inc. VAT)

Seminar objective

Social media marketing is very complex, but it is now part of the marketing mix of many companies and businesses. Embedding social media into the corporate strategy is therefore one of the main objectives of this seminar. Over two days, you will learn how to develop innovative campaigns specifically for social networks such as Instagram, Facebook and also for video portals, and how to manage and measure these activities. You will also learn which social platforms and communities are relevant for your company or service in order to use them successfully for advertising, sales and PR. For effective and long-term social media marketing (SMM), it is also important to observe the rules of the game - this includes the legal conditions: Copyright, domain law, respect for privacy. You will receive valuable hints and tips on this. The seminar is rounded off with practical examples from B2C and B2B. In addition, current AI-supported methods will be presented as ideas that open up innovative possibilities for participants to analyze, automate, and optimize their social media marketing strategies.

Seminar content

Social media marketing :

- Overview of social media channels
- Target group and competitor analysis
- Social media advertising
- Campaign planning and campaign review
- Community management

Search Engine Optimization:

- What is search engine marketing?
- SEO vs. SEA - similarities and differences
- How do I increase my reach via Google?
- When should I advertise via Google?

Legal matters:

- Domain law
- Licensing of content, trademarks, logos
- DSGVO - Process data with caution

Recommendations for practice:

- "Dos and Don'ts"
- Best practice examples
- Analysis of current trends
- Overview of selected technologies
- Influencer marketing, the marketing strategy of the future?

Methodology

Exercises Practical examples Trainer and participant inputs Group work

Target audience

No special prior knowledge is required for our Social Media Marketing course. In general, the course is aimed at
The course is aimed at specialists and managers from marketing, communications, online marketing, advertising, PR, customer service, e-commerce, product management and sales. Furthermore, to people who are conceptually, creatively, strategically and customer-oriented and would like to develop further in the direction of social media.

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Datum

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Kundennummer

Anmeldebestätigung (E-Mail)

Unterschrift