

Free Social Media Marketing Training and Advertising Support for SMEs

MODULES

- Social Media for Business Foundations.
- Growing your Customers (Community building and engaging).
- Engaging with your customers (Content curation and development).
- Product Photography
- Influencer Marketing
- Social Media Advertising/Boosting
- E-commerce Management

PRACTICALS

- Using Facebook/ Snapchat/ Instagram/ Twitter/ Youtube for Marketing
- Developing and using hashtags for marketing
- Using various content development tools (Canva, Kinemaster etc).
- Organizing your content using a calendar
- WhatsApp for Business Marketing
- Product Photography and Editing

Certificate issued by Eazzysocial

Via  **ZOOM**

WhatsApp / Call: **055 159 0388** to signup

Duration: 1 Day with
After Training Support



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Meet your facilitator

Gad Ocran

Digital Marketing & Digital Transformation “HELP” expert with experience in social media, digital marketing & transformation across various industries with Multinationals, Global Tech Startups,& Top Firms in Africa, Middle-East & Southeast Asia.

Digital Education Background

- Msc Digital Marketing & Business Innovation (Salford Business School, UK)
- Pg dip in Digital Marketing (DMI UK)
- Entrepreneurship Management - (London Business School)
- Cornell SC Johnson School of Business (Brand Leadership)
- Advance Social Media strategy & social business transformation (Syracuse University, New York)
- Digital Product Strategy, Innovation & Management (Kellogg Executive Education, Northwestern University, US)

Work Experience

- Country Manager - Growth, Max (Nigeria)
- Country Manager - Cadana(Growth, B2B Sales and MArketing, Partnerships)
- Head of Marketing - mPharma
- Group Head of Digital and Social Media - The Multimedia Group Ltd
- Digital Media Manager - Iflix (a company that compete with Netflix In emerging market)

