



Acquire. Build. Grow

EXECUTIVE SOCIAL MEDIA AND DIGITAL MARKETING CRASH COURSE.



Trusted by industry leaders globally



Content

Executive Social Media and Digital Marketing Crash Course

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Welcome |

Master core areas to becoming a professional social media manager!
Curriculum has been carefully designed to address the social media marketing skills gap – with advice from industry leaders around the globe.

The Executive Social Media and Digital Marketing Crash Course is the country's standard in social media education. We have trained more professionals to a single social media education curriculum standard than any other in Ghana.



We work with industry experts and leading organizations to design and develop standards courses that define the digital skills and capabilities required of all professionals.

Our course deliver best current practice, theory and applied skills in social media marketing and are recognized and respected across the industry from leading institutions such as the **Koforidua Technical University** and expert from the **Digital Marketing Institute**; world leading digital marketing school and others.

Attending the **Executive Social Media and Digital Marketing Crash Course** will assure you have with you the essential skills and knowledge needed to excel as a social media manager within a two day period.

"The course has a very well structured curriculum and is good for anyone who want to build a strong foundation in social media marketing"

- Derrvdean Dadzie. Former CEO DreamOval/Slvdepav



Course Overview

Who is this course for?

The Executive Social Media and Digital Marketing Crash Course course is suitable for business and marketing executives who are responsible for planning, execution and management of social media strategy. Social media specialists, enthusiasts, executives or anyone who would like to enhance their digital marketing knowledge would excel in this course.

What you can expect?

Through dynamic lectures, hands on training, locally relevant case studies, social media experts will take you through the areas needed to professionally use social media to improve business performance

"Social Media Marketing isn't always as simple, more than they are the essentials. They are the must actions you should implement to drive maximum performance for your digital marketing activities."

80% of your KPI's can be achieved by doing the basis correctly

Alejandro Dominguez
Digital Marketing Institute (Ireland)



What you will learn?

Understand the social media foundations

Understand social media business transformation

Ability to curate and promote social content

Manage crisis / problems when they arrive

Setup social media listening and monitoring system

Track and report social media activities

Launch a business on any social network

Create a social media strategy

Build and Manage a Community of Advocates

A scenic landscape featuring rolling green hills in the foreground and middle ground, leading to a calm body of water under a bright, slightly cloudy sky.

I have had the privilege to have been partnered with Eazzysocial in offering excellent training to people who are now on top of their game.

I must say that Eazzysocial delivers a curriculum that is in tandem with industry best practices. Their courses are designed to address the social media skills gap that exists today.

– Dr. Yaw Brew, DipM ACIM
(Head, Short Courses and Training, KTU)

Module 1

Introduction to Social Networks

This module introduces you to the concept of social media, tools used in social media marketing, popular social media platforms, social media as a catalyst for marketing business and how social media can improve overall business growth.

Module 2

Community Building and Engagement

An engaged and matured community make it easy for companies and brands to convert members of the community to customers who will purchase the company's products and services and eventually become advocates.

This module will introduce you to natural relationship principle that underline social media community building.

Module 3

Content Curation

This module will introduce you to the concept of engaging with and acquiring customers through the curation of relevant and compelling content.

Module 4

Crisis Management

Managing a business on social media is a two-way communication as such can cause unintended problems to a business or brand.

This topic will teach you how to develop a social media crisis management plan and social policy to prevent such problems from occurring and escalating into crisis.

Module 5

Social Media Listening and Monitoring

This module introduces you to the concept of social media listening. How you can uncover what people are saying about a brand online and how you can setup a social media listening plan.

Module 6

Social Metrics and ROI

Social media metrics will help you understand how a business is performing on the social space.

This module will highlight the various metrics to assign when analyzing a business performance on social media and the tools used in tracking those metrics

Module 7

Audience Research and Planning

Understanding your audience is a major critical success factor in utilizing social media and other digital channels for your business. In this module you will be taken through how to research on your audience and build an effective audience profile or buyer persona to achieve social media and digital marketing success.

Module 8

Social Media Strategic Planning

Bringing all the modules together, you will be guided on how to create a social media strategy using our 2018 Social Media Strategy Workbook

Module 9

Social Media Advertising and Campaign Planning

You will be guided on how to plan social media campaigns from the research stage, budgeting and finally launching adverts on Facebook, Instagram and LinkedIn using various campaign management systems.

Testimonials



Rose Oduro Serwaa,
Emitrade Travel and Tours

Eazzysocial social media marketing crash course is new but very innovative and impactful. Eazzysocial helps you realise the benefits of using social media to grow your business and do away with the misconception that social media has more negative impact than positives.



Princella Kafui Gadabor,
Beige Bank

I thought Social Media was just about likes, comments and shares but eazzysocial taught me more. Join eazzysocial today and you can learn more. Thank you eazzysocial. You guys rock.



Sedzi Dickson,
Airport West Hotel

The course has relevant information to help propel my company to new heights with social media. I highly recommend this course to everyone out there.

Course Structure



EXECUTIVE SOCIAL MEDIA AND DIGITAL MARKETING CRASH COURSE

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)
- Cornell SC Johnson School of Business (Brand Leadership)
- Pg dip in Digital Marketing (DMI UK)
- Advanced 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
Inix (a company that compete with Netflix In emerging market)



TARGET CUSTOMERS:

Marketing and Communications Managers



Business Executives



Entrepreneurs



Course Duration:

1 Month with Project Work

Course Location:

Global through Live Online Training Sessions and Offline Trainings in Ghana- West Africa. Certificate Issued by Eazzysocial and Short Courses- Koforidua Technical University. Admission Currently Ongoing. Call or WhatsApp 055 159 0388



We teach differently



Helping you digest every bit what
we teach



20% theory



80% Practical's and locally
relevant studies

Sustaining Momentum

Your participation in the course doesn't end in our training center.

*We support you in variety of ways:

Discussion forums, to interact with fellow students and a tutor with an expertise in digital skills and practices.

Access resources to help you with your studies including self-directed practical exercises, e-guides, workbook, templates, webinars etc. and recommended reading.

Be abreast with social media trends by reading social media news and articles from in-house expert.

Access to extra support from the course facilitator anytime.

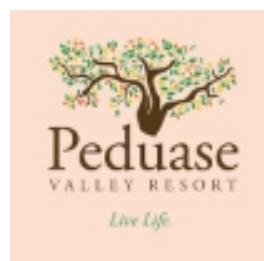
**We equip organizations,
small-medium
businesses and
professionals with
relevant digital skills
and position them
for the future**



**Key
Partner**



Trusted by Ghana's Best Companies



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