



SOCIAL MEDIA MARKETING CRASH COURSE



Trusted by industry leaders globally



Content

Social Media Marketing Crash Course

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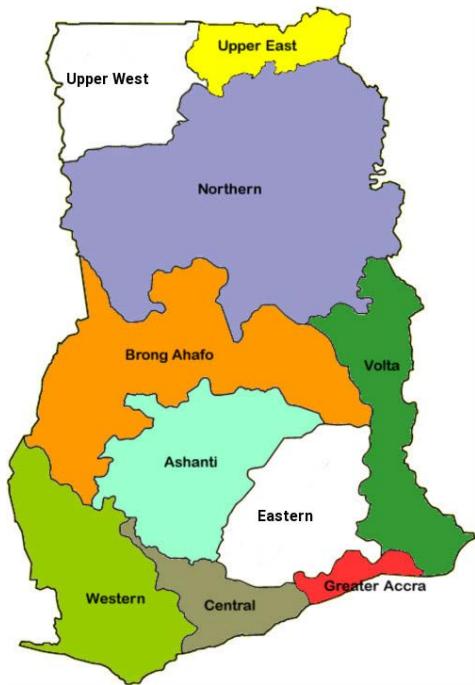
Who we are

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.

With the social media marketing crash course, you will learn how to use social media to improve business performance and create social media strategy with our FREE 2018 social media strategy workbook.

The social media 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 social media 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"

- Derrydean Dadzie, Former CEO DreamOval/Slydepay



Course Overview

Who is this course for?

The social media marketing crash 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

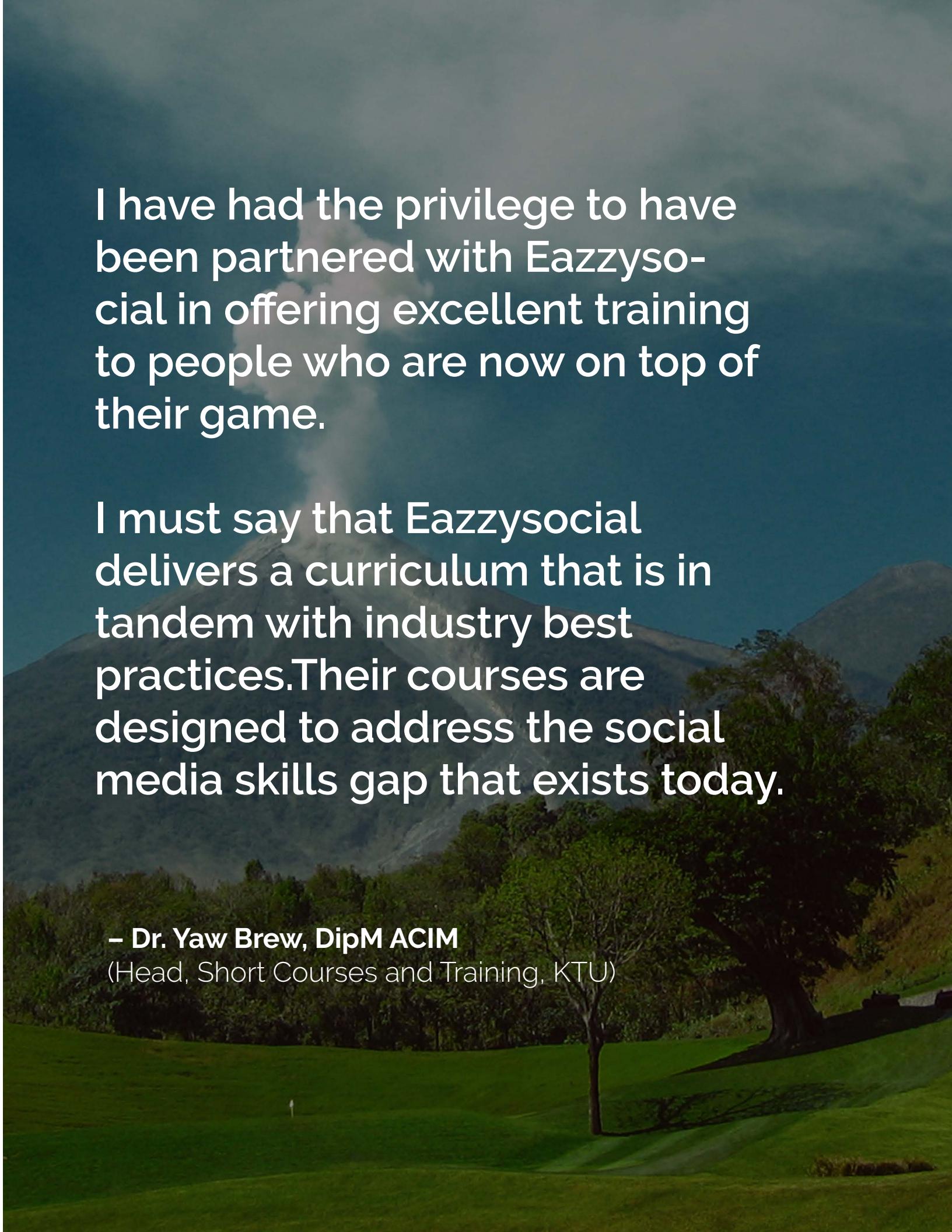
Setup social media listening and monitoring system

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 vast, 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

Launching a Business on any Social Network

Launching a business on a social media can be a very challenging task. This module will take you through the steps involved in launching a business on any social network.

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





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.

Other Services

Customized Training

We investigate and understand your current digital marketing maturity level, opportunities, skills gap and devise courses and programs to help equip your online marketing department leverage on the best tools and techniques used in driving business performance. From inbound marketing (SEO, Search/Display Ads, Email Marketing, Business Blogging, Digital Selling, Growth Hacking...) we deliver the best of customized training.

Social Recruiting

We hire the best talents to help you manage your social media and digital marketing activities whiles you focus on the core activities your business needs. We are an expert in recruiting for both short term and long term needs. We take talents through various technical and creativity tests, link them with experienced and senior social media and digital strategist and monitor them to make sure they are helping you meet sets target.

Other Services

Digital Support

We Provide bespoke agency services to target clients. Over the years we have helped numerous brands both local and international succeed in driving digital strategy and online campaigns that yield results. Our agency services evolve around all areas in digital marketing from social media, inbound marketing, programmatic advertising (search/display), mobile marketing, web/app development.

A group of young people are gathered together, smiling and taking a selfie. They are standing in front of a wall that is covered in numerous Polaroid photographs, creating a collage-like background. The group consists of both men and women, dressed in casual attire. One person in the foreground is holding a camera to take the photo.

Who We Are

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Social media company dedicated to helping thousands of people gain relevant digital skills and grow their business in a social-first world.

Key Partners



Past Clients

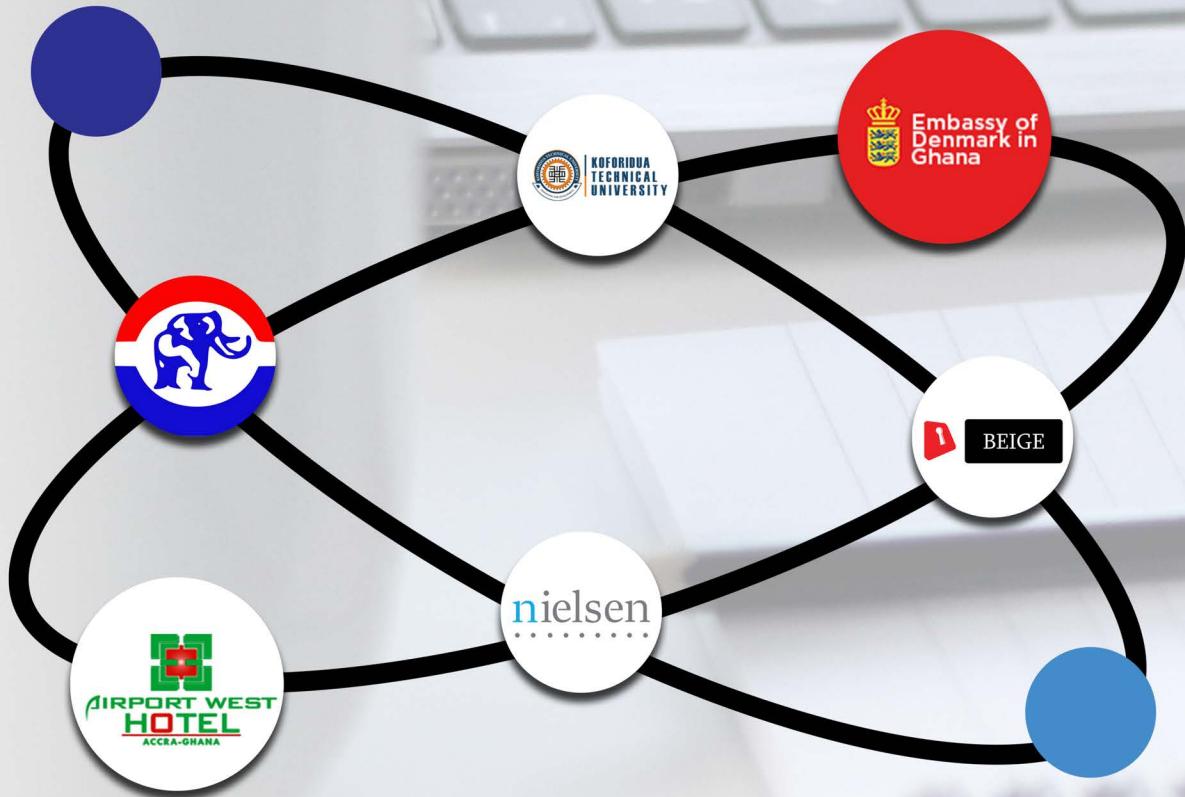


Kaiser Health Insurance,
Moneyboxx (Microfinance)
Principal's University
College



Embassy of
Denmark in Ghana





Our students are working in top organizations around the globe

Register for our Social Media Marketing Crash Course

Contact

Website: **www.eazzysocial.com**

Email: **info@eazzysocial.com**

Accra Office: **+233(0)248119530**

Takoradi Office: **+233(0)55 847 1404**