

Small Business Advanced Social Media Strategy Crash Course

Are you a small business owner?
Gain the necessary skills in using social media to drive business performance.

WHAT YOU WILL LEARN

- Understand social media business foundation
- Ability to create and optimize social media account
- Manage service problems when they arrive
- Track and report all social media activities
- Ability to create and curate meaningful and relevant content
- Create a Content Strategy & launch a social media one page
- Social Media Marketing Plan and Project Work.

Certificate issued by Eazzysocial

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

Duration: 2 Days with 3 Months
Continuous development 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)

