

# Advanced Social Media Strategy Course for Small Business

✓ Validated by industry practitioners



## Content

# Advanced Social Media Strategy Course for Small Business

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# Welcome

## **Attract more sales with social media!**

Curriculum has been carefully designed to help small business owners and solopreneurs grow their business on social media – with advice from industry leaders around the globe.



**With the Advanced Social Media Strategy Course for Small Business, you will learn how to use social media to improve business performance and create a content strategy with our content strategy workbook.**

~ Gad Ocran, Senior Social Media Consultant, Lecturer and Digital Director.

# Course Overview

Advanced Social Media Strategy Course for Small Business is suitable for small business owners and solopreneurs who want to drive business performance using social media.

## 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 as a small business owner or solopreneur.

## What you will learn

- ✔ Understand the social media foundation
- ✔ Ability to create and optimize social media business account
- ✔ Ability to curate and create social media content
- ✔ Run social media adverts or campaigns
- ✔ Manage customer service problems when they arrive
- ✔ Track and report social media activities
- ✔ Launch a business on any social network
- ✔ Create a content strategy
- ✔ Identify and manage influencers for a campaign

# Course Curriculum

There are five modules (5) modules in the course:

1. Introduction to Social Media
2. Building an Engaged Community
3. Engaging with Content
4. Social Media Advertising
5. Foundational Social Media Strategy



**“The small business social media marketing course helps small business owners to acquire the skills needed to compete with top industry players online.”**

**- Alex Offei Lartey, Digital Communication & Marketing consultant, AOL Technologies Consult.**



# Modules

## Module 1 Introduction to Social Networks

This module introduces you to the concept of social media, Ghana's social media landscape, tools used in social media marketing, popular social media platforms tips and trends, social media as a catalyst for marketing success.

## Module 2 Building an Engaged Community

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 and selling.

## Module 3 Engaging with content

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

## Module 4 Social Media Advertising

This module will teach how to setup and optimize various social media accounts, launch or run advert on various social media platforms.

## Module 5 Foundational Social Media Strategy

This module will help you streamline your social media activities. You will learn how to choose the ideal social media platform, measure and report your social media activities, learn the various social media project management tools including basic image and video editing apps. You will also learn how to create a social media one-page summary for your business.

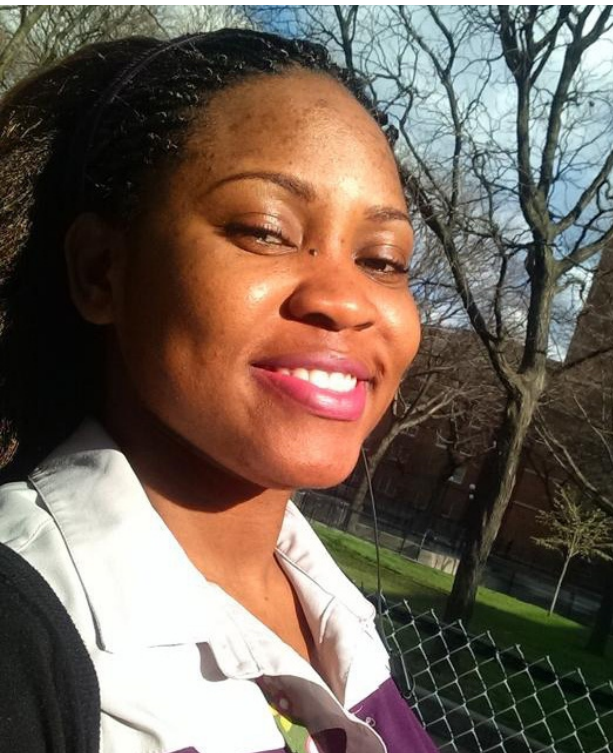
# Exclusive: Content Strategy Workbook

Content builds relationship and drive sales of product on social media. The content strategy workbook will help you develop a strategy around the content you share on social media.



**Without  
strategy  
content is  
just stuff ~  
Arjun Basu**

# Testimonials



**I highly recommend the small business social media marketing course to anyone looking to acquire the necessary skills to be able to effectively use Social Media in their Business or Personal Brand**

**Barbara Z. Akiyu, C.E.O. Plush Image**

**Even though I was using social media, I realized I was not actually maximizing the full marketing potential of social media until I participated in the small business social media marketing course**

**Isaac Mohammed Newton, General manager, Nhyilaw**





# Course Structure

- ✔ We teach differently
- ✔ Helping you digest every bit of 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 and the express social team anytime.

# Who we are

## Our Story (express social):

Explosion in the use of social media across the globe has created vast opportunities for businesses. Therefore, there is the need for both small and well established businesses to embrace the use of social media to boost business. While small business owners have become aware of the need to use social media to boost business performance, they lack the required technical know-how in using social media to drive the growth of their business. To solve this, Express Social, a product of Eazzysocial, is aimed at helping small business owners in the field of fashion, food, skin, beauty, etc. to grow their businesses through social media training, guidance and support.

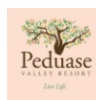
## Eazzysocial:

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

## Partners



## Trusted by Ghana's Best Companies



# Contact

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