

## Seminar / Workshop

### Social Media Marketing & AI - Strategies for Modern Brand Management

#### Summary

Practical workshop aimed at mastering the techniques, strategies, and tactics of successful Social Media Marketing and applying them effectively in practice. Particularly suitable for entrepreneurs and marketing managers from any industry who want to harness the enormous potential of social media such as Facebook, X, and YouTube through effective marketing communication and thus become more successful. The focus is on effective strategies and applicable tools to increase visibility, reach, and customer loyalty.

#### Concept

Facebook, X, Instagram, Snapchat, Blogs, YouTube - regardless of the medium they prefer - people spend a large part of their time online and in social media. And precisely where your target groups are, marketing managers and entrepreneurs should invest. Make your company and yourself ready for the digital future. In this intensive workshop, participants will learn through the teaching of proven successful social media strategies how social platforms can become a permanent part of a modern marketing strategy. They will receive a solid introduction to the strategic use of Facebook, X, and YouTube and learn how to optimally leverage the potential for their marketing and communication strategies. They will learn how to create engaging posts, tweets, and videos from concept through creation to publication, and discover the tools available to measure their success. A practical focus will be placed on online marketing with YouTube, due to its outstanding importance.

#### Target Group

For entrepreneurs, self-employed professionals, and marketing managers who want to use social media strategically - to strengthen brand, visibility, and customer loyalty.

## Program Structure

### 1. Basics of Online Marketing and Social Media

- Relevance of Online Marketing and Social Media
- Definition and development of online marketing
- Success factors of online marketing
- Social media and social media marketing
- Planning and conception of a social media strategy

### 2. Meta, X & LinkedIn- Platforms for Reach and B2B Communication

- Understanding platform logic: How do Facebook (Meta), X (formerly Twitter), and LinkedIn work in terms of reach, visibility, and interaction?
- Target group-oriented use: Which content works where - and for whom?
- Organic vs. paid reach: Strategies for visibility with and without budget.
- Content formats compared: text, image, video, story, live - what works on which platform?
- B2B communication with LinkedIn: Thought leadership, employer branding & lead generation.
- Best practices from the field: Analyzing successful campaigns and profiles.
- AI-supported targeting & content: Use of smart tools for planning, evaluation, and personalization.

### 3. TikTok & Messenger Channels - Effectively Using Short Videos and Direct Communication

- Understanding TikTok: Why the platform is more than a hype - and what brands can learn from it.
- Short video formats with impact: How 'snackable content' secures attention and builds trust.
- Viral mechanisms and algorithms: What makes TikTok different - and how you benefit from it.
- Campaign planning on TikTok: Influencer collaborations, hashtag challenges, and paid ads.
- Messenger marketing with WhatsApp & Co: Customer loyalty through direct, personalized communication.
- Automated chat flows & bots: How to intelligently integrate consulting, booking, and support.
- Success stories from B2C & B2B: How companies strategically combine short video & messenger.

## 4. YouTube as a Marketing Channel- Visibility, Trust & Reach Through Video

- Platform with potential: Why YouTube as the second largest search engine is indispensable for brands.
- Video as a trust medium: How companies score with authenticity, storytelling, and expertise.
- YouTube for B2B and B2C: Strategies for targeting audiences through tutorials, vlogs, product demos & interviews.
- Channel development with concept: Structure, playlist strategy, thumbnail design & playlists for maximum user engagement.
- SEO for YouTube: Correct use of keywords, titles, descriptions & tags - and become visible on Google.
- Understanding YouTube analytics: Correctly interpreting views, watch time, retention & interaction.

## 5. AI & Automation in Social Media Marketing

- AI tools for content ideas, planning & performance
- Automated video subtitles, thumbnails and hashtags
- Opportunities & risks of AI-based communication

## Learning Objectives

Participants will:

- Understand the strategic role of social media and artificial intelligence in modern brand management.
- Develop and apply effective social media strategies across platforms such as Meta, X, LinkedIn, TikTok, and YouTube.
- Learn to design compelling posts, videos, and campaigns from idea to implementation.
- Purposefully use AI tools for targeting, personalization, and performance optimization.
- Build sustainable visibility, reach, and customer loyalty through authentic digital communication.
- Analyze best practices and transfer them into concrete measures for their own company.

## Format, Duration and Certification

- Format: Interactive workshop with lectures, case studies, and group sprints.
- Duration: 2–3 days (adaptable).
- Participant focus: Integration of real practice cases and challenges.
- Certificate: Social Media Marketing & AI – Executive Program

## Coach

■ Prof. Dr. Marc Oliver Opresnik, developer of the PIVOTAL Infinity Marketing Canvas®, Global Thought Leader and co-author of international bestsellers with marketing legend Philip Kotler.