PR & Media · PR129

Mastering Social Media Sales & Marketing

Madrid · 21 - 25 Dec 2026

Date	Venue	Duration
21 - 25 Dec 2026	**Madrid**	**1 Week**
Fee	Ref	Language
£5,000 GBP	**PR129**	**English**

Introduction

This training course will give delegates the practical knowledge they need to plan, implement, manage, and measure social media sales and marketing efforts. Magazines, internet forums, web blogs, social blogs, micro blogging, wikis, podcasts, pictures, and YouTube videos are all examples of social media technologies in action. Facebook has approximately 100 million mobile users, and Twitter processes over 40 million tweets per day. It is critical to recognise that social media marketing works best when combined with other aspects of your marketing strategy.

This highly interactive Mastering Sales & Marketing in the Age of Social Media training course has been specifically designed to provide sales and marketing professionals with the tools, tactics, and techniques they need to avoid pitfalls and capitalise on the incredible marketing opportunities associated with effective social media use.

Delegates will leave with practical knowledge of how to use social media platforms to create strong online brand identities, improve sales effectiveness, and enable better customer loyalty and retention.

This training course will highlight:

- Design a comprehensive social media sales and marketing plan
- Integrate social media tools with traditional marketing activities to enhance customer service and increase business development opportunities
- Demonstrate familiarity with the range and sort of social media platforms and tools
- Understand the way to monitor and measure the effectiveness and ROI of a social media marketing plan
- Monitor social media to guard brand reputation and build customer relationships
- Develop persuasion and communications skills to reinforce sales effectiveness

Course Objectives of Mastering Social Media Sales & Marketing

By the top of this training course, delegates are going to be able to:

- Implement strategies to interact with customers through social media marketing

- Integrate social media marketing tools into an existing marketing plan
- Determine which social media channels best fit organisational marketing objectives
- Explain how social media marketing differs from traditional marketing
- Describe best practices and rules of engagement for online sales and marketing

Course Methodology of Mastering Social Media Sales & Marketing

This training course is highly-interactive and encourages delegate participation through a mixture of lectures, conferences, practical exercises, case studies, and breakout sessions designed to strengthen new skills. the great training course manual has been developed to be practical, easy to use, and facilitate learning.

Organisational Impact of Mastering Social Media Sales & Marketing

- Improved public image and credibility
- Increased revenues through enhanced lead generation and brand awareness
- Competitive advantage in your marketplace
- Expanded penetration of products and services
- Real-time customer service satisfaction
- Increased traffic to website
- Cost savings on marketing activities
- Early warning of potential product or service issues
- Improved target marketing

Personal Impact of Mastering Social Media Sales & Marketing

- The skills to style a comprehensive social media plan marketing plan
- A greater appreciation of the impact of social marketing
- Increased ability to live and monitor social media marketing
- Improved nonverbal communication and persuasion skills
- The ability to mix social media and traditional marketing strategies

Target Audience of Mastering Social Media Sales & Marketing

- Sales & Marketing Professionals
- Business Development Team Members
- Customer Service Professionals
- Team Leaders & Supervisors
- Administrators
- HR & Training Professionals
- Accounts Personnel
- Public Relations Professionals

Course Outlines of Mastering Social Media Sales & Marketing

DAY 1

Fundamentals of Social Media Marketing Strategies

- Training Course Overview and Learning Objectives
- Are you maintaining with changing technology?
- How social media marketing differs from traditional marketing?
- Benefits of Using Social Media Marketing
- The History of social media
- The 4 Ps of Media Marketing
- Avoiding common mistakes in Social Media Marketing
- Case Study: Best Practices of Social Media Sales and Marketing
- Social Media’s Impact on Customer Service
- Leveraging Blogs, Twitter, Facebook, YouTube, and LinkedIn Marketing

DAY 2

Principles of Persuasion to reinforce Sales and Marketing Effectiveness

- What is the difference between Sales and Marketing?
- Marketing and Selling to the Four Customer Buying Styles
- Body Language Skills to reinforce Video Presentations
- Active Listening Skills Development
- How to Use Questioning Skills to spot Customer Expectations and repair Requirements?
- Keys for Designing a Multi-Media Sales Presentation
- The Power of Online Customer Testimonials
- How to show visitors into customers with conversion optimisation?
- Sell with Emotion, not Logic

DAY 3

Creating a Social Media Marketing Strategy

- 8 Marketing Trends to Implement in your Marketing Plan
- 5 Steps in Building Your Social Media Marketing Plan
- Using SWOT for Social Media marketing research
- Creating Website Content
- Market Segmentation
- Porter’s 5 Forces
- Building Brand Loyalty
- How to form a video to go viral?

DAY 4

Measuring and Monitoring Social Media Campaigns

- Benefits of Measuring Social Media Effectiveness
- Monitoring your Organisation’s Reputation Online
- Breakout Session: Action Planning for Reputation control
- Define Strategy, Objectives, Priorities, and Goals
- 10 Steps to live the consequences of social media
- Increase programme Optimisation
- Top 12 Social Media Monitoring Tools
- Case Study: Best Practices for Measuring and Monitoring social media

DAY 5

Professional Development for Continuous Improvement

- Practical Exercise: Developing Your Action Plan
- Your Attitude makes a Difference
- Setting SMART objectives
- Practical Exercise: Setting Personal Development and Business Goals
- Time Management Tips to enhance Daily Productivity
- Stress Management Strategies for Peak Performance
- Training Course Review and Feedback

Register or ask about this course online

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