# Social Media Marketing for Business

Many organisations recognise the importance of social media but struggle with inconsistency and lack of confidence among staff managing company pages. This programme addresses that gap by providing foundational knowledge, practical frameworks, and hands-on guidance, without assuming prior marketing experience. Participants will learn how social media supports business visibility, brand credibility, and customer trust. The focus is on planning before posting, understanding audiences and brand voice, choosing the right platforms, and creating simple, professional content using mobile-friendly tools.

## What you will learn:

- **Digital Marketing 101 & 4 Truths of Social Media**
  - Overview of digital marketing
  - Know the role of social media in digital marketing
  - Identify Organic vs Paid Social Media

- **Know Your Audience & Brand Voice**
  - Define brand tone, voice & visual style
  - Set SMM objectives

- **Platforms, Content Framework & Planner**
  - Choose right platforms for your audience
  - Customer Funnel Framework
  - Platform-matching + Funnel role-play
  - Explore content pillars to guide post variety

- **Mobile-First Content Creation (Photography)**
  - Know how to take effective photos
  - Types Of Short Form Videos
  - Show why talking-head videos help customers connect better

- **Hands-On Methods for Content Ideation and Copywriting Frameworks**

- **Canva AI for Image Creation**

- **Ideal Setup for Recording (Lighting, Framing, and Sound)**

- **Create Quick B-roll Clips Using CapCut Templates**

- **Explore Free Scheduling Tools Like a Pro & Wrap-Up**

Course Duration:
**1 Day**

Time:
**9:30am - 5:30pm**

Course Fee:
**RM1,250 + 8% SST**
*per pax

Delivery Method:
**Online (Zoom)**

HRDCORP CLAIMABLE

CapCut  Canva