

MARKETING & COMMUNICATION | COURSE BROCHURE

Social Media Strategy and Analytics

5 days | Classroom training | English

SMART HORIZON
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Amsterdam
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Course content

Why attend

Social media is now central to brand building, customer engagement, recruitment and lead generation, but results depend on a clear strategy and disciplined measurement. This course shows professionals how to set social media objectives, select platforms, develop content and community strategies, run paid social campaigns, manage risk and measure results using analytics. Participants analyse real social media performance data and build a social media strategy and measurement framework for their organisation.

Posting regularly is not the same as having a strategy. This course helps you connect social media activity to business objectives, focus resources on the right platforms and content, and prove results with meaningful metrics rather than vanity numbers.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

The programme combines strategy frameworks, platform demonstrations, content planning workshops, analytics exercises with real data, crisis scenario discussions and a capstone strategy presentation.

Course objectives

By the end of this course, participants will be able to:
• Align social media objectives with business goals
• Select platforms and audiences for maximum impact
• Plan content, community management and influencer activity
• Plan and optimise paid social campaigns
• Measure performance with meaningful analytics
• Manage social media risks, policies and crisis situations



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Target audience

This course is suitable for:

- Social media and digital marketing professionals
- Marketing and communications managers
- Brand managers
- Public relations professionals
- Business owners and entrepreneurs

Target competencies

Participants will develop competencies in:

- Social media strategy
- Content planning
- Community management
- Paid social advertising
- Social media analytics
- Social media risk management

Course outline

Day 1: Social Media Strategy Foundations

09:00–09:54	The role of social media in business and communication
09:54–10:48	Setting SMART social media objectives
10:48–11:00	Audience research and platform selection
11:00–11:30	**Coffee break**
11:30–12:12	Audience research and platform selection (continued)
12:12–13:06	Competitor and benchmark analysis
13:06–14:00	Exercise: Social media audit of your organisation

Day 2: Content and Community

09:00–09:54	Content pillars and editorial calendars
09:54–10:48	Formats: short video, live, stories and long-form
10:48–11:00	Community management and engagement



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11:00–11:30	**Coffee break**
11:30–12:12	Community management and engagement (continued)
12:12–13:06	Employee advocacy and influencer partnerships
13:06–14:00	Workshop: Building a content calendar

Day 3: Paid Social and Growth

09:00–09:54	Paid social advertising options
09:54–10:48	Targeting, budgeting and bidding
10:48–11:00	Creative testing and optimisation
11:00–11:30	**Coffee break**
11:30–12:12	Creative testing and optimisation (continued)
12:12–13:06	Lead generation and conversion tracking
13:06–14:00	Case study: A paid social campaign review

Day 4: Measuring Social Media Performance

09:00–09:54	Meaningful metrics versus vanity metrics
09:54–10:48	Platform analytics and social listening tools
10:48–11:00	Attribution and return on investment
11:00–11:30	**Coffee break**
11:30–12:12	Attribution and return on investment (continued)
12:12–13:06	Reporting to management
13:06–14:00	Lab: Analysing a real social media dataset

Day 5: Risk, Governance and Strategy

09:00–09:54	Social media policies and approval processes
09:54–10:48	Handling negative comments and online crises
10:48–11:00	Legal, privacy and accessibility considerations



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11:00–11:30	**Coffee break**
11:30–12:12	Legal, privacy and accessibility considerations (continued)
12:12–13:06	Integrating social media with wider marketing
13:06–14:00	Capstone: Social media strategy and measurement plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,450.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Paris Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,860.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Istanbul Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,650.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,540.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Singapore Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,820.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
London Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,450.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Rome Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,450.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Dubai Confirmed dates	8 Feb 2027	12 Feb 2027	**€3,150.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**
Frankfurt Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,650.-**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,450.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.-**
Paris Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,860.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Vienna Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,940.-**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,650.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**
Amsterdam Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,540.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Singapore Confirmed dates	10 May 2027	14 May 2027	**€2,820.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**
London Confirmed dates	24 May 2027	28 May 2027	**€2,450.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Barcelona Confirmed dates	31 May 2027	4 Jun 2027	**€2,840.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.–**
Dubai Confirmed dates	14 Jun 2027	18 Jun 2027	**€3,150.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.–**
Frankfurt Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,650.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,450.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.–**
Paris Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,860.–**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,450.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Istanbul Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,650.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Amsterdam Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,540.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Singapore Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,820.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
London Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,450.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Cape Town Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,890.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Dubai Confirmed dates	11 Oct 2027	15 Oct 2027	**€3,150.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Frankfurt Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,650.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,450.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,860.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.–**
Cape Town Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,890.–**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.–**
Istanbul Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,650.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.–**
Amsterdam Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,540.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.–**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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