



TRAINING DIGICAMP

SOCIAL MEDIA

ADVERTISING

DEVELOP YOUR SOCIAL MEDIA ADVERTISING SKILLS.
OUR PRACTICAL & QUICK TRAINING ALLOWS YOU TO TAKE CONTROL OF SOCIAL
MEDIA ADVERTISING TOOLS

What does our DigiCamp Social Media offer?

- A 4 ½ day hands-on training course to understand & use social media advertising.
- Small groups of participants to maximise interaction with our trainer.
- Key principles to boost your image, audience engagement and sales of your products and services.
- Discover the organic & paid opportunities offered by the platforms.



6 reasons to take our training



- Understand the advertising mechanism of social networks through didactic lessons and practical exercises.
- Identify the opportunities to communicate with your target audience.
- Develop the right reflexes for an efficient presence on the most effective social networks for you.
- Analyse the performance of your campaigns and achieve your goals.
- Continuously optimise your presence & future communication plans.
- Obtain your Social Media Advertising Certification at the end of the DigiCamp!



Who is our training for?

Our training is designed for anyone who wants to improve their knowledge of social media advertising.

Whatever your level & your need to improve your skills, we encourage the exchange of experience between participants in order to answer everyone's questions and problems.

Here are some examples of the profiles we regularly train:

- Marketing or communication manager of an SME or larger company, e-commerce site, Facebook/Instagram page,...
- (Digital) marketing strategist who needs to deepen his/her operational knowledge of social media platforms.
- Junior/medior social media expert who needs to develop his technical & strategic skills.



The detailed training programme

A 4 module course, exploring the opportunities & considerations for building your social media strategy.

MODULE 1

The Social Media environment

- Understand the specificities of Social Media
- Discover the different players and their ranking on our market
- Integrate Social Media into your communication plan

MODULE 2

Implementation & analysis

- Prepare your implementation on the platforms
- Program & launch your campaign
- Monitor, optimise and analyse your results

MODULE 3

Developing your strategy

- Understand and translate the briefing
- Translate your thinking into a tactical plan
- Present & argue your strategy

MODULE 4

Maintain & increase your expertise

- Exchange of expertise is essential
- Stay expert in the long run
- Optimise your daily work - Tips & Tricks

An experienced trainer

With nearly 10 years of experience in media agencies, Pierre Vandevelde has trained many teams to become experts and strategists in social media advertising. He will guide you through the implementation of the most effective strategy with a detailed process that allows a complete understanding of the opportunities that social networks offer you.



[His profile](#)



Pierre is multi-certified on the main platforms of Meta (Facebook & Instagram), Snapchat, LinkedIn & Twitter.

Our 3 next Social Media DigiCamps

September
2022

Nov-Dec.
2022

February
2023

- **Format: 4 sessions of 3 hours**
- **Location: In our Brussels centre / Online**
- **Language: Sessions given in FR or EN**

Contact & Inscription

You can register or ask questions via the form on our website or by contacting us via our contact details below:



Phone : 0495/35.35.39

E-mail : hello@d-asset.be

www.d-asset.be

