



SALES, MARKETING AND CUSTOMER ENGAGEMENT

Content Marketing and Social Media

3 day course

Classroom, online or in-house

Course overview

Most organisational content is published because a calendar said so, addressed to nobody in particular, and it competes for attention against everything else a person could be reading. This course covers content people choose to read. Delegates work through audience definition and the questions your buyers actually ask, content that answers them rather than describing your organisation, and format and channel selection. Production and the realistic cadence a small team can sustain are covered, since most content programmes fail on consistency rather than on quality. Social platform behaviour, community management and responding publicly are addressed. Paid amplification follows. The course closes on measurement beyond vanity metrics and on repurposing so that one piece of work serves several channels.

What you will learn

- Define an audience and the questions they actually ask
- Create content that answers a question rather than describing you
- Select formats and channels suited to the audience
- Set a production cadence a small team can sustain
- Manage social communities and respond publicly
- Use paid amplification to extend reach deliberately
- Measure beyond vanity metrics and repurpose work across channels

Who should attend

- Content and social media staff
- Marketing and communications personnel
- Small business owners publishing their own content
- Sales staff building a professional presence
- Managers overseeing content investment

Course outline

- 01 Published because a calendar said so
- 02 Audience definition and buyer questions
- 03 Content that answers rather than describes
- 04 Format and channel selection
- 05 Production and sustainable cadence
- 06 Social platform behaviour and community management
- 07 Responding publicly and handling criticism
- 08 Paid amplification, measurement and repurposing

Upcoming dates

Dates	Venue	Format	Fee per delegate
21 to 23 October 2026	Durban, South Africa	Classroom	R14,950
11 to 13 November 2026	Pretoria, South Africa	Classroom	R14,950
16 to 18 December 2026	Accra, Ghana	Classroom	USD 995
4 to 6 January 2027	Online	Online	R6,500



Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriScience.co.za, or WhatsApp us on **+27 63 479 1136**.

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