

Advanced Social Media Marketing: Future-Proof Your Strategy for 2026

3 – 4 December 2025 The Majestic Hotel Kuala Lumpur



Elizabeth Taylor 
Digital Marketing Trainer

1 Course Overview

Social media moves faster than any other marketing channel. What worked yesterday might flop tomorrow. Algorithms change, formats evolve, and audiences demand new ways to engage. Many brands are caught off guard and left reacting instead of leading, resulting in wasted spend, declining reach, and missed opportunities.

Now imagine entering **2026** with clarity and control. Instead of scrambling to adjust, you've already **anticipated platform shifts**, **mastered the next wave of content formats**, and **built campaigns that resonate with tomorrow's audiences**. That's the competitive edge this workshop delivers.

This two-day advanced workshop is designed specifically for mid- to senior-level professionals who already understand the fundamentals of social media and now need to future-proof their strategy. Guided by the latest insights from Q4 2025 and backed by frameworks like Content Lifecycle Planning, Paid-Owned-Earned Media Models, and Proactive Listening Frameworks, you'll be equipped to make smart strategic decisions while implementing practical tactics immediately.

Day 1 sharpens your organic strategy with content, algorithms, and influencer playbooks built for 2026. Day 2 equips you to maximize paid campaigns, adopt emerging technologies, and create a complete 2026 social media blueprint.

You'll leave with a draft content calendar, campaign plan, and a 30-day action checklist. Ready to implement the moment you return to the office.



2 Course Lead Trainer



Elizabeth Taylor 
Digital Marketing Trainer

Elizabeth Taylor is an experienced business & marketing trainer with over **25 years of expertise** in business strategy, training, and execution. Passionate about bringing clarity to the evolving world of digital marketing, she equips professionals with the strategies and tools needed to grow their businesses.

A fully qualified trainer, she holds an ACLP training certificate and a postgraduate diploma in adult education. Elizabeth specializes in **business and marketing audits**, **digital marketing training**, and **1-on-1 business coaching**. She helps professionals and entrepreneurs refine their goals, target market, communication strategies, and content. Her client portfolio includes global brands like Apple, Moët, Novartis, and L'Oréal, as well as SMEs across industries such as coaching, food & beverage, fashion, and non-profits.

Previously, Elizabeth spent 12 years in professional academia, tutoring digital marketing for Ascento Learning & Development and Google Squared, and teaching UK-based CIM marketing courses. She also built her early career in the entertainment industry, leading marketing campaigns for Warner Bros. and Universal Pictures, including major franchises like Harry Potter and Fast and Furious.

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Course Objectives & Benefits

Objectives

By the end of this workshop, you will be able to:

- ✓ Forecast platform updates, audience behaviours, and algorithm shifts to build future-ready strategies for 2026.
- ✓ Design advanced content approaches while integrating influencer partnerships and brand collaborations that resonate in evolving landscapes.
- ✓ Optimise paid advertising and campaign performance in a privacy-first environment with emerging formats and targeting options.
- ✓ Apply proactive social listening, refined KPIs, and next-gen technologies like AI, AR/VR, and chatbots to protect reputation and gain competitive advantage.

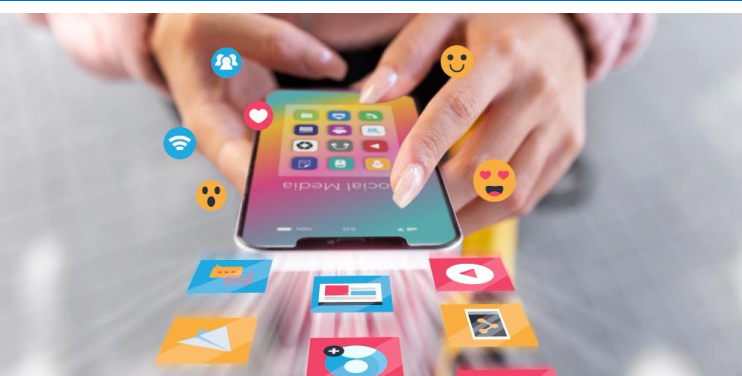
Benefits to Your Company

This future-focused workshop ensures organizations don't just keep up with change, they lead it.

Your team will:

- ✓ Anticipate 2026 platform and audience shifts, ensuring your campaigns are proactive rather than reactive.
- ✓ Maximize campaign ROI by aligning both organic and paid strategies with evolving algorithms.
- ✓ Strengthen brand resilience by applying proactive listening and crisis-prevention tools to protect your reputation.
- ✓ Gain a competitive advantage by piloting next-gen technologies and positioning your brand as an early mover in 2026.

Result? A team ready to execute campaigns with foresight, agility, and measurable impact.



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Course Agenda Day 1

Positioning Your Brand for 2026 Organic Success

Module 1: Social media in Transition (2025 → 2026)

You'll explore how Instagram, TikTok, LinkedIn, YouTube, and Facebook are evolving and what that means for your campaigns in 2026. You'll uncover how global and regional audiences are shifting their behaviours whether it's content formats, posting times, or engagement drivers, so you can anticipate what your customers will want before your competitors do.

Module 2: Decoding 2025's Algorithm Updates

You'll learn which of the latest algorithm changes are here to stay and how they'll impact visibility in 2026. By understanding ranking signals and engagement factors, you'll discover how to balance organic and paid reach strategically, ensuring your brand doesn't just appear but consistently stands out.

Module 3: Advanced Content Strategies for 2026

You'll build content strategies that thrive under the pressure of constant algorithm shifts. Using storytelling psychology, interactive formats, and AI-assisted creativity, you'll design content pillars that not only capture attention but also sustain long-term engagement across platforms.

Module 4: Future-Ready Influencer & Collaboration Playbook

You'll see how influencer marketing is changing and learn how to choose partners who align authentically with your brand. You'll practice planning multi-touch campaigns that go beyond one-off posts ensuring every collaboration in 2026 drives measurable impact and deeper audience trust.

Course Schedule:

08:30-09:00	09:00-10:30	10:30-11:00	11:00-13:00	13:00-14:00	14:00-15:30	15:30-16:00	16:00-17:00
Registration	Upskilling	Break	Upskilling	Break	Upskilling	Break	Upskilling

Note:

All modules will be delivered across Day 1 and Day 2. However, the trainer may adjust the sequence, modify content, or emphasize specific topics based on the delegates' skills and experience.

5 Course Agenda Day 2

Paid, Performance, and Emerging Opportunities

Module 5: Social Media Advertising in 2026

You'll forecast what's next in ad formats and adapt your targeting approach in a privacy-first environment. By the end, you'll know how to allocate budgets smartly and design ad strategies that can run successfully over months not just weeks.

Module 6: Proactive Social Listening & Community Engagement

You'll harness listening tools to predict trends, track sentiment, and prevent small issues from spiralling into crises. More importantly, you'll discover how to engage communities proactively, strengthening loyalty so your audience becomes not just followers, but advocates.

Module 7: Measuring Success for 2026

You'll redefine what success looks like by selecting KPIs that align with your organization's 2026 business goals. You'll practice applying attribution models across platforms and learn how to turn raw data into actionable insights that drive smarter decisions.

Module 8: Emerging Platform & Tech Watchlist

You'll experiment with AI-powered content tools, explore AR/VR for immersive brand experiences, and see how conversational commerce is reshaping customer interaction. This session prepares you to pilot new technologies with confidence, keeping your brand ahead of the curve.

Module 9: Group Project - 2026 Campaign Blueprint

You'll collaborate with peers to design a complete 2026 campaign blueprint, including a content calendar and 30-day action checklist. By working through real-world challenges together, you'll leave with a future-ready strategy you can implement immediately.

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6 Who Should Attend

This workshop is specifically designed for mid- to senior-level professionals who already understand the fundamentals of social media and now need to future-proof their strategy, including but not limited to:

Role	Relevancy	Why?
Chief Marketing Officers (CMOs)	★★★★	You need to stay ahead of market shifts and ensure your brand adapts quickly to new consumer behaviors. This program helps you future-proof your digital strategy for 2026.
Heads of Digital & Marketing Directors	★★★★	Your teams look to you for direction. By mastering algorithm updates and advanced content strategies, you'll gain the clarity to lead with confidence.
Social Media Managers	★★★★	You're the one making daily campaign decisions. With this course, you'll sharpen your ability to read platform signals and boost performance.
Brand Managers	★★★★	You need to maintain consistency across every touchpoint. This program equips you with tools to balance storytelling, influencer partnerships, and advertising.
Content Strategists & Creators	★★★★	Your challenge is to keep content engaging while platforms change fast. You'll learn how to create material that survives algorithm shifts and still resonates.
Performance Marketing Specialists	★★★★	You're accountable for ROI. This training gives you updated strategies to maximize both organic and paid results under 2026's evolving landscape.
Community Managers	★★★★	You are the voice of the brand online. With proactive social listening and engagement strategies, you'll build stronger loyalty and prevent reputational risks.
Public Relations Professionals	★★★	You play a crucial role in shaping brand reputation. Understanding upcoming engagement and collaboration shifts helps you craft more relevant narratives.
E-commerce Managers	★★★	Your success depends on traffic and conversion. This course shows you how to integrate social media campaigns with sales funnels that are future ready.

★★★★ Highly Relevant ★★★ Relevant ★ Somewhat Relevant

7 Our Past Sessions



Let's Level Up!

Are you ready to empower your skills
and ultimately elevate your career?



Standard Fee : RM3,500/pax
Group Fee : RM3,350/pax (min 3 pax)

- ✓ Fees are per participant & inclusive of 8% SST.
- ✓ This course is **100% claimable** through HRD Corp Claimable Course (SBL-KHAS) Scheme: Employer-Specific Course
- ✓ **[Optional]** Add a **1-night stay** at the event hotel for a discounted rate of **RM400 nett**.

Step 1: Click the registration link here:

→ <https://www.skill-lyft.com/workshop-series-registration-form> or scan the QR code below and complete the online form.



Step 2: We'll review your submission and email the relevant documents:

- If applying for HRD Corp grant: You'll receive supporting documents to complete your grant application.
- If not applying for grant: You'll receive an invoice for direct payment.

Need help or have questions?
Reach out to us at registration@skill-lyft.com



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For more information / enquiries, please contact:

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