



2 Day Corporate Training

Skill-Lyft

Advanced Social Media Marketing

Future-Proof Your Strategy

Social media moves faster than most marketing teams can comfortably manage. Platforms change, algorithms shift, formats evolve and audience expectations continue to rise. This two day advanced course helps mid to senior level professionals build a more future ready strategy by strengthening content planning, influencer collaboration, paid campaign performance, social listening and the use of emerging technologies such as AI, AR, VR and chatbots.



WHAT YOU WILL LEARN

- ✓ Forecast platform updates, audience behaviours and algorithm shifts
- ✓ Design advanced content strategies for changing social environments
- ✓ Integrate influencer partnerships and brand collaborations
- ✓ Optimise paid social advertising in a privacy first environment
- ✓ Apply proactive social listening and refined KPI measurement
- ✓ Build a practical 2026 campaign blueprint and 30 day action checklist



WHO SHOULD ATTEND

- Chief Marketing Officers and Marketing Directors
- Heads of Digital and Digital Marketing Managers
- Social Media Managers and Brand Managers
- Content Strategists and Communications Managers
- Performance Marketing Specialists, Community Managers and Influencer Marketing Managers
- Campaign Managers and business owners responsible for social media growth

LEAD TRAINER



Elizabeth Taylor

META Certified AI & Digital Marketing Trainer, Professional Speaker, and LinkedIn Top Voice

Elizabeth Taylor is an experienced business and marketing trainer with over 25 years of expertise in business strategy, training and execution. She specialises in digital marketing training, business and marketing audits, and 1 to 1 business coaching. Her client portfolio includes brands such as Apple, Moët, Novartis and L'Oréal, and she has taught digital marketing in professional academia, including Google Squared and CIM related programmes.



AVAILABLE FOR
IN HOUSE TRAINING



HRD CORP CLAIMABLE
subject to employer eligibility
and approval



CUSTOMISABLE TO
YOUR ORGANISATION'S
NEEDS



INTERESTED IN TRAINING YOUR TEAM?

Email hello@skill-lyft.com or WhatsApp +60 11-3613 4122 to request a detailed proposal.