Course : Developing business with social networks, Alternative Digitale certification

RS6372

Practical course - 3d - 21h00 - Ref. URS
Price : 2110 CHF E.T.

The aim of this certification course is to validate the ability to master the professional use of social networks, to develop a strategy around the use of these networks for business development purposes, and to communicate with confidence with customers and prospects.

🎯 Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Define sales objectives
- ✓ Choosing the right social networks
- ✓ Create a company account on applications and social networks
- ✓ Drawing up a social media communication plan
- ✓ Developing editorial and visual content
- ✓ Creating promotional videos
- ✓ Use the results of the various indicators
- ✓ Legal and ethical concepts

Intended audience

Dirigeants de TPE/PME et tout collaborateur en charge de la communication marketing.
Toute personne souhaitant maîtriser l'utilisation des réseaux sociaux à des fins de développement commercial.

Prerequisites

Responsables marketing/communication/RH/opérationnels. Assistants marketing/communication, community managers juniors.

PARTICIPANTS
Dirigeants de TPE/PME et tout collaborateur en charge de la communication marketing. Toute personne souhaitant maîtriser l'utilisation des réseaux sociaux à des fins de développement commercial.

PREREQUISITES
Responsables marketing/communication/RH/opérationnels. Assistants marketing/communication, community managers juniors.

TRAINER QUALIFICATIONS
The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS
The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they've developed.

Certification

Le parcours de formation débute par un diagnostic de 30 minutes en amont de la formation : QCM de 40 questions sur le thème "développer sa culture digitale". Puis, en parallèle de la formation, accès à une digithèque en ligne de plus de 300 contenus (45 heures d'informations disponibles). L'examen de certification se déroule en ligne, en différé et en français dans le mois qui suit la formation. Passage du certificat à planifier : test théorique, QCM de 30 minutes contenant 40 questions et test pratique, études de cas et plan d'action à développer à l'écrit. Durée totale : 90 minutes.

Practical details

Teaching methods

Active pedagogy encouraging personal involvement and exchanges between participants.

Course schedule

1 Define sales objectives

- Analyze the market.
- Build a SWOT matrix for your sales area.
- Use market and competitor research.
- Pre-qualify and detect the needs of prospects and existing customers.
- Identify business objectives and how to transpose them to social networks.
- Identify value-creating elements.
- Set SMART objectives.

Hands-on work

Mapping of habits and presentation of each participant's objectives.

2 Choosing the right social networks

- Audit your current social media prospecting habits.
- Identify current knowledge, habits, obstacles and techniques.
- Prospecting on social networks: the reasons why.
- Understand their functions as essential sales tools.
- Choosing a social network for your target audience. Identify how to choose it.

Exercise

3 Create a company account on applications and social networks

- Characteristics and uses of social networks.
- Facebook: create a profile or company page, make yourself visible, advertise...
- Twitter: create an account, find useful profiles, keep a watch...
- LinkedIn: enrich your profile, get in touch, search for content...
- Communicate through images: Pinterest, Instagram, Snapchat, TikTok.
- Communicating with video: YouTube, Facebook, Twitch...

Group discussion

Reflect on emerging social media trends, the future of platforms and their potential impact on business strategies.

4   Drawing up a social media communication plan

- Identify your targets and their uses: the personas method.
- Understand a methodology for defining your strategy.
- Positioning of image and key messages.
- Define the operational sequence.
- Present the communication plan.
- Draw up an action schedule.

Case study
Draw up a communication plan based on the personas method.

5   Developing editorial and visual content

- The community manager's tools: creating content and visuals, improving organization and production.
- Mastering content and form. Know how to tell a story.
- Learn how to improve the visibility of your publications.
- Managing the impact of algorithms on social advertising.
- Valuing ambassadors and building loyalty: beyond social networks.

Example
Pratique d'outils de curation et de storytelling. Mieux twitter : usages, bonnes pratiques et règles de prudence. Optimiser sa page Facebook avec des applications tierces.

6   Creating promotional videos

- Know the different environments: Apple and Android.
- Define video objectives.
- Define the targets to be reached and the catchment area.
- Select actors and prepare technical resources.
- Learn the main techniques for taking good images with your smartphone.
- Discover framing, shot values and camera movements.
- Discover editing software: Adobe Premiere Clip and iMovie.
- Import and export videos.
- Edit your videos and modify the timeline.

Role-playing
Production of several video recordings in real-life conditions: capture, framing, sound recording...

7   Use the results of the various indicators

- Control and monitor communication actions.
- Set up assessment tools.
- Advertising and budgeting for an effective advertising campaign.
- Evaluate and measure results.
- Adapting the plan to economic hazards.

Exercise
Checklist of follow-up actions.

(8) Legal and ethical concepts

- Legal and ethical aspects of using social networks for commercial purposes.
- Respect for users' privacy.
- Copyright and intellectual property.
- Online advertising and social platform rules.
- Online reputation management: how do you manage customer reviews and comments on social networks?

Dates and locations

REMOTE CLASS
2026 : 22 June, 12 Oct., 7 Dec.