

Social Media Marketing for Business (Creative Skills Academy)

Are you ready to learn how to transform a business with the power of social media?

Whether you want to promote your business or an employer's, this taster session will show you how social media has become a cornerstone of modern marketing.

In this course, you will uncover how you can boost brand awareness, engage customers and generate valuable sales that can transform businesses.

WHAT WILL I STUDY?

You will learn:

- The basics of the different platforms
- The importance of knowing your target audience
- How to create a detailed profile of your perfect customer

By the end of this course, you will have gained an understanding of why social media marketing is essential for any business. Plus, you'll have taken the first steps towards creating content that can reshape a business in the digital landscape.

WHAT WILL I NEED?

You must be a competent IT user. Experience with Adobe Creative Suite is a bonus.

You will need to be eligible to study in the UK. Upon enrolment, you will be asked to upload residency and income documents for college funding purposes.

WHAT WILL IT COST?

Free unless earning over £27,007.50pa (then £84)

Start Date: 21 November 2025

Day: Friday

Time: 9:00 - 12:30

Duration: 7 weeks

Venue: Tottenham

WHAT CAN I DO AFTER?

Advance into further study in this area.

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