



# NZIE SOCIAL

Practical • Industry-Endorsed • Short Course

## SOCIAL MEDIA MARKETING STRATEGY

**7 WEEK  
ONLINE**  
course



## CERTIFICATE IN SM STRATEGY (LEVEL 5)

**ACTIONABLE SOCIAL MEDIA STRATEGY PLAN**

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# NZIE

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[nzie.ac.nz](http://nzie.ac.nz)

HELLO, WE ARE:

**YOUR INDUSTRY-FOCUSED**

**ONLINE DIGITAL  
MARKETING  
SCHOOL**



## OUR DIGITAL WORLD IS CONSTANTLY EVOLVING

**Let us help you stay up-to-date and relevant in the online space**

The Digital Marketing industry is buzzing with a realm of exciting possibilities. Within that comes opportunities to adapt and innovate. As a result, modern professionals and business owners must understand social media in order to develop a clear strategy to improve their marketing game.

### **Enter NZIE's Micro-Credential Social Media Strategy course**

Our course curriculum addresses everything you need to master social media marketing. Taught and delivered by an industry expert, 100% online. We are excited to lead the way for upskilling professionals, marketers, freelancers and business owners. **Take the first step in mastering social media marketing today.**



**INDUSTRY  
EXPERTISE**

**WE'RE CONNECTING  
INDUSTRY &  
IN-DEMAND  
SKILLS WITH  
EDUCATION**

**Apply Now**



**NZIE ARE  
100% COMMITTED TO  
YOUR INDIVIDUAL SUCCESS**

**Upskilling you with industry-relevant expertise**

“ *Businesses are recognising a need to innovate and differentiate in the way they reach potential customers and are looking to their marketing departments to help drive that innovation* (LinkedIn Insights Analyst, Lisa Sy) ”

## **DEVELOPED TO MEET THE LATEST INDUSTRY TRENDS & DEMANDS**

NZIE is the place for marketers looking to advance their capabilities in social media by broadening both their strategy and technical skillset. This Social Media Strategy course is the antidote to a weak or non-existent social strategy. Increased brand awareness, customer engagement and sales growth are all end goals of a strong strategy. Above all, this fast-paced short course is suitable for anyone who wants to learn how to advertise their business or workplace through different social media platforms and create successful plans and campaigns.



**SOCIAL  
MEDIA**

**WHY YOU NEED**

# **SOCIAL MEDIA SKILLS**



## **SOCIAL MEDIA IS AN EFFECTIVE BUSINESS GROWTH TOOL**

**Upskilling in Social Media Strategy will help you build an engaged online business presence to boost visibility**

### **ACHIEVE SOCIAL MEDIA SUCCESS**

With many different social media platforms constantly popping up, it has become increasingly difficult to keep up with them all. Each platform attracts its own demographic audience & serves in different ways.

Which is exactly why you need to be strategic about your time invested into certain platforms. Following a social media strategy plan can boost your results when done correctly.

### **STRATEGIC & TARGETED**

With a strategy in place you are able to be targeted and intentional with your online marketing. Gain a clear understanding of which platforms you and your business will benefit from the most, how to cater to the best practices on social and how to implement strategies that meet your overarching brand goals. Gain the skillset needed to create engaging content for your audience.

# BUILD A STRATEGIC SOCIAL PRESENCE

A FEW DIRECT TAKEAWAYS OF WHAT IS POSSIBLE



## BOOST BRAND AWARENESS

Social media is a great way to build brand awareness, showcase your business and educate your audience. Furthermore social media users can connect and converse with you on a platform they hang out on often making it a great place for networking.

## INCREASE WEBSITE TRAFFIC

Sharing your own website content on social media in a strategic and engaging way is a good start for acquiring web traffic. Additionally you need to have a point and purpose for your social media marketing efforts. If you're trying to gain more clients write blogs that answer their pain points then share to social media. As a result if they like what they read on social media then they will click through to your website. If you have an optimised website chances of capturing leads to convert to clients will be high.

## IMPROVE ONLINE REPUTATION

Show a humanised approach with your social media marketing. As a result you can improve the way an audience typically views your brand. For example infuse your brand personality into your social media posts, or showcase the character and culture of your business. By doing so you can change the perception of your brand and boost your online reputation.

## INCREASE REPEAT CUSTOMERS

There is potential for repeat business by connecting and engaging with current or past customers online. You can nurture these customers with engaging content to remain top of mind with them. By showing up and hanging out where they hang out online, you can be their instant go-to.



# STRATEGY SUCCESS



## SANDY BOOSTED ROI'S 8x FOR HER SKINCARE BUSINESS



“

NZIE's Social Media Strategy course allowed Sandy to run her own ads and save on marketing contractor fees. After completing the course, she took over managing her ads and has had an impressive return on ad spend.

“I finished the course in December and got [my contractor] to stop doing the ads for me. In January, I took over managing my ads on Meta. And I've had an impressive return on investment since then: roughly 8x per ad!”

As a busy mum, the course suited her schedule.

“I loved how I could fit it into my busy schedule. Aside from running the business, I've got a family and household to manage. Being able to study in the evenings gave me time to manage my business and family commitments.”

”

**Alexsandra "Sandy" Marie Van Lieshout**

[Read Sandy's Success Story](#)

# WHO SHOULD STUDY OUR SOCIAL MEDIA STRATEGY MICRO-CREDENTIAL?



You may be a perfect fit for studying the social media strategy short course if you resonate with any of the below categories. Other categories welcome too.

## MARKETING MANAGERS

You're in the marketing team and want to upskill in social media by gaining formal training from a practical & applied based strategy short course.



## SOCIAL MEDIA OBSESSED

You like to hang out on social media and want to get a job related to it or make a career from it! Learn about influencer marketing and social selling.



## SME/ECOM BUSINESS OWNER

You run your own business or have an ecommerce store. You'd like to learn how to create a successful social media strategy that generates results and drives sales & inquiries.



## CONTENT MARKETER

You are a copy writer, blogger or content marketer who wants to combine social media marketing into your role to complement current skill set.

## VIRTUAL ASSISTANT

You are passionate about professional development, and want to boost your skills in social media strategy to implement in both yours and your clients businesses.

## FRESHLY GRADUATED

You like to hang out on social media and want to get a job related to it or make a career from it! Learn about the tech side of social media marketing.



# IN 7 WEEKS DEVELOP AN INSTANTLY IMPLEMENTABLE SOCIAL MEDIA STRATEGY

Implement your strategy with expert guidance, whilst learning with NZIE!

## WEEK 1: OVERVIEW + BASICS

Set up your business' social media pages so they're optimised for success. Set a campaign goal and position brief; identify the purpose of your campaign, actions to take and outline the key messages which will guide your content.



## WEEK 2: AUDIENCE + RESEARCH

Identify your potential buyer persona, a detailed description of your ideal customer, through second-hand research. Explore your competition through an in depth competitor brief, identifying opportunities for your own channels.



## WEEK 3: CONTENT

Complete a content audit by reviewing your existing content. See what's working and what can improve. Create three pieces of trending content to keep your audience engaged under guidance of your expert tutor.



# WEEKLY SHORT COURSE BREAKDOWN

## WEEK 4: AD DESIGN

Create 3 ads that will reach a carefully targeted audience and achieve your campaign goals. Design your ads to be compelling, engaging and experiment with image, video and carousel to suit your goals and desired outcome.

## WEEK 5: ADS MANAGERS

After creating ads, it's important to analyse their performance and make necessary adjustments. A Meta Ads Manager report will help you track key metrics. Explore TikTok Ads Manager and how it can boost your business.

## WEEK 6: ORGANIC CONTENT

Write and publish a blog. Blogging is an effective way to drive traffic to your website and establish your business as a thought leader in your industry. Create high quality blogs relevant to your target audience.

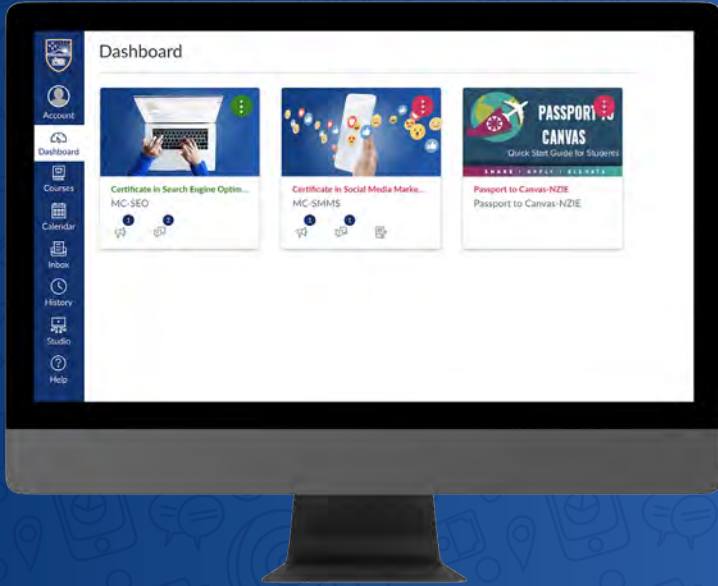
## WEEK 7: METRICS + ANALYTICS

Learn about the importance of measuring your campaign and setting performance milestones to track success based on your marketing objective.





# 100% ONLINE VIRTUAL CAMPUS



Delivered online in the evenings to better fit around your life. This course is value-packed with live classes and tutorial-style videos that are easy to follow and learn from.

## WHAT YOU NEED:

- Laptop or desk computer (PC or Apple)
- Good Internet connection
- Word processing and presentation programmes like Microsoft/Google
- Social media accounts or the ability to create them
- Access to a business to which to apply learnings, strategies and interventions.

## HOW DOES REMOTE LEARNING WORK?

**Duration:** 7 weeks

**Delivery Mode:** 100% online

**Time Commitment:** 10 hours a week (4 hours directed learning with 6 hours self-directed).

**Weekly Timetable Breakdown:**

Tuesday nights 6:30pm - 8:30pm Live classes with your Social Media Tutor.

**Learning Expectations:**

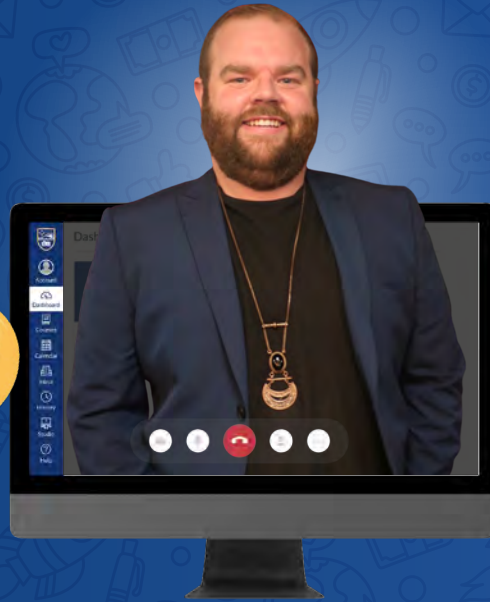
You'll be required to attend the live classes, where you'll need solid Internet connection to access.

We'll release the pre-class work for you to complete. This is to be completed before the next class on the following Tuesday. This includes quizzes and activities that you'll need to complete to help build your strategy over the 7 weeks.

6 hours self-directed learning can be done in your own time and will include working on your strategy (which doubles as your assessment submission to complete the course, completing readings and preparing for the live classes).



# WHO IS THE TUTOR-LED EXPERT?



## INTRODUCING MATT WORT

### **Our creative comedian in tutor form.**

Matt Wort brings over six years of marketing industry experience to his role as Social Media Marketing Tutor. While Matt is a social media expert, he has completed a number of digital marketing roles. He started out writing commercials at advertising agency Bright Sunday, after finishing his Bachelor of Arts in Creative Writing from the Manukau Institute of Technology (MIT) in 2015. Following on from this role, he took a step up to become a copywriter. From there an account manager at the same company. Before going it alone as a freelance social media specialist. Among his experience, Matt has completed a diverse portfolio of jobs for various clients. Also, working at local charities, promoting the launches of movies and running large tourism campaigns.

### **Student Feedback:**

*"Matt is so supportive and genuinely cares about his students and their outcome from the course. He structures lessons so well and it is always clear what is expected of us. I like how the tutorials guide you through the assessments by breaking it down into smaller tasks."*

# ENTRY CRITERIA

CHECK YOUR ELIGIBILITY



To gain entry into our Micro-Credential Programmes, students must meet the General Entry requirements and the English language requirements.

## GENERAL ENTRY REQUIREMENTS:

Be employed or seeking employment in a small to medium businesses or organisation.

## ENGLISH LANGUAGE REQUIREMENTS:

You will need to meet at least one of the three options below.

**OPTION 1.** Successfully completed 3 years secondary education in English from one of the following countries: New Zealand, Australia, Canada, the Republic of Ireland, South Africa, the United Kingdom and the United States.

**OPTION 2.** Successfully attained an IELTS score of 5.5 with no band below 5 **OR** an equivalent test.

**OPTION 3.** Successfully completed an NZQA level 3 study, or equivalent, in any subject in English from one of the following countries: New Zealand, Australia, Canada, the Republic of Ireland, South Africa, the United Kingdom and the United States.

## UNSURE IF YOU MEET THE ENTRY CRITERIA? THAT'S OKAY!

Get in touch with our recruitment advisor Phil to chat through the application process and to check if you meet the criteria to be eligible.



[Book a chat](#)

# CODE OF PRACTICE FOR TERTIARY STUDENTS

## PASTORAL CARE OF DOMESTIC TERTIARY STUDENTS

**NZIE is a signatory of the Education (Pastoral Care of Tertiary and International Learners) Code of Practice 2021.**

NZIE has agreed to observe and be bound by the Code published by the New Zealand Qualifications Authority. Copies of the Code are available on request from NZIE or from the New Zealand Legislation website at:

[www.education.govt.nz/further-education/information-for-tertiary-students/code-of-practice-pastoral-care-domestic-tertiary/](http://www.education.govt.nz/further-education/information-for-tertiary-students/code-of-practice-pastoral-care-domestic-tertiary/)

**FOR MORE DETAILS CONTACT US ON THE BELOW:**

**Call:** 0800 69 33 82 **Email:** [info@nzie.ac.nz](mailto:info@nzie.ac.nz)



This Micro-credential is NZQA approved so after successful completion, we'll update your Record of Learning with NZQA. NZIE is a Category 1 provider. This means that the New Zealand Qualification Authority (NZQA) is highly confident in the educational performance and capability in NZIE's self-assessment.



# ARE YOU READY TO ENROL?

## Get in touch with Phil, our Recruitment Advisor

Chat through any burning questions you may have and see if we're a right fit for your future career and digital marketing goals.

# Book Video Call





# NZIE Enrolment Form

Enrol into one of our exciting courses

By sending this form and clicking the option "Start Application", I, as the Data Subject, hereby consent to the processing of my provided personal data for the purpose of application and enrolment into our advertised programme and courses.

Select your Programme / Course \*

Please Select