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OTC Training Centre Sdn Bhd

HRD awards 2022
TRAINING PROVIDER

AI-POWERED SOCIAL MEDIA MARKETING MASTERCLASS

14 hours ZOOM & PHYSICAL
Program by Bob

HYBRID TRAINING

18 & 19 Nov 2026 (Wed & Thu)

Remote Online Training (Zoom) &
The Saujana Hotel ,Selangor (Physical)

** Choose either Zoom OR Physical Session



100% HRDC CLAIMABLE

LEARNING OUTCOME

By the end of the programme, participants will be able to:

- Explain how social media platforms support awareness, engagement, lead generation, conversion and customer retention.
- Select appropriate social media platforms and content formats based on audience behaviour and marketing objectives.
- Develop target-audience personas, content pillars and campaign objectives using AI-assisted research and professional judgement.
- Apply practical prompt-engineering techniques to generate more relevant and usable marketing outputs.
- Create platform-appropriate hooks, captions, visuals, calls-to-action and short-form video scripts with AI support.
- Develop a structured 30-day social media content calendar aligned with the customer journey.
- Plan engagement, community-management and lead-response workflows using AI-assisted templates with human oversight.
- Develop social media advertising concepts based on campaign objectives, audience readiness, creative requirements and conversion paths.
- Interpret key performance indicators including reach, engagement, watch time, CTR, CPC, CPL, conversion rate and ROAS.
- Use AI to analyse campaign data, identify potential performance issues and recommend optimisation actions.
- Develop and present an integrated AI-powered social media marketing campaign.
- Apply AI responsibly with consideration for accuracy, privacy, confidentiality, copyright, bias, platform policies and human review.

TARGET PARTICIPANTS

This programme is suitable for:

- Marketing executives and managers
- Digital marketing and social media personnel
- Content creators, designers and communications personnel
- Brand, public-relations and corporate-communications personnel
- Business-development, sales and customer-engagement teams
- Entrepreneurs and SME owners
- Employees involved in content planning, campaign execution, lead generation or performance reporting

REGISTER 3 PAX, FREE 1 SEAT

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COURSE OVERVIEW

Program Description

Social media has evolved from a publishing channel into an integrated environment for customer discovery, community engagement, lead generation and sales. Organisations must now create relevant content at speed, adapt messages for different platforms and use performance data to improve results while maintaining accuracy, brand consistency and responsible communication.

This two-day masterclass equips participants with a practical framework for planning, creating, distributing and measuring social media marketing activities across Facebook, Instagram, TikTok, LinkedIn and YouTube. Participants will learn how to connect audience needs, platform behaviour, content formats, community engagement, paid promotion and performance measurement across the customer journey.

Artificial intelligence is embedded throughout the programme as a practical working method. Participants will use AI for audience research, strategy development, prompt engineering, content ideation, copywriting, visual direction, short-form video scripting, community-response planning, advertising creative development and campaign analysis. Guided demonstrations, hands-on exercises and a capstone project will enable participants to build an AI-powered social media campaign that can be applied in the workplace.

Learning Methodologies

The training is conducted using a structured, practical and workplace-oriented learning approach to ensure participants understand social media marketing concepts and apply them confidently to strategy, content creation, community engagement, advertising and performance optimisation:

- Concept explanation — The trainer introduces social media strategy, audience, platform, content, advertising and measurement principles before practical application.
- Platform demonstration — Facebook, Instagram, TikTok, LinkedIn and YouTube examples are used to explain platform roles, content formats and campaign logic.
- AI prompt practice — Participants develop and refine prompts for audience research, ideation, copywriting, scripting, community engagement, advertising and analysis.
- Strategy workshop — Participants create audience personas, customer-journey maps, content pillars and platform priorities based on a workplace scenario.
- Content creation workshop — Participants produce hooks, captions, calls-to-action, visual concepts, short-form video scripts and a 30-day content calendar.
- Platform adaptation exercise — Participants repurpose one campaign message for different social platforms while maintaining relevance and brand consistency.
- Community-management simulation — Participants practise responding to enquiries, complaints and lead scenarios using AI-assisted templates and human judgement.
- Advertising simulation — Participants build a sample paid social campaign, audience approach, ad angles and creative variations.
- Performance-analysis exercise — Participants interpret campaign metrics, diagnose likely performance issues and recommend optimisation actions using data and AI support.
- Capstone presentation — Participants present an integrated AI-powered social media campaign and receive facilitator and peer feedback.

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COURSE CONTENT

DAY 1: STRATEGY, AUDIENCE AND AI-POWERED CONTENT CREATION

Opening and Diagnostic
Topics:
- Programme expectations and pre-training assessment
- Participant business cases and current social media challenges
- Review of current platform use, content workflow and AI readiness

Practical:
- Complete a social media readiness and opportunity assessment

Module 1: Social Media Marketing in the AI Era
Topics:
- The changing role of social media in marketing and customer engagement
- Roles of Facebook, Instagram, TikTok, LinkedIn and YouTube
- Organic, paid and owned social media
- How algorithms use relevance, engagement, retention and behavioural signals
- Customer journey: awareness, consideration, conversion and retention
- Matching platforms and formats to audience behaviour and business objectives
- How AI supports research, planning, production, distribution and measurement
- Common social media marketing mistakes and responsible AI considerations

Practical:
- Audit existing social media activity and identify priority platforms, gaps and opportunities

Module 2: Developing an AI-Powered Social Media Strategy
Topics:
- Setting SMART social media objectives and measurable KPIs
- Defining target audiences and customer personas
- Using AI to explore audience needs, questions, motivations and objections
- Competitor, industry and content-gap analysis
- Developing content pillars and brand themes
- Mapping content to customer readiness and funnel stages
- Balancing educational, engaging, proof-based and promotional content
- Applying human judgement to validate AI-generated insights

Practical:
- Develop an AI-assisted audience persona, customer-journey map and content-pillar framework

Module 3: Prompt Engineering for Social Media Marketing
Topics:
- Understanding generative AI capabilities and limitations
- Core prompt structure: role, context, audience, objective, constraints and output format
- Using examples, tone of voice and evaluation criteria to improve outputs
- Creating reusable prompts for research, ideation, copywriting and analysis
- Refining weak, generic or inaccurate AI responses
- Maintaining brand voice and platform suitability
- Fact-checking, copyright, privacy, confidentiality and responsible AI use

Practical:
- Build and test a reusable prompt library for common social media marketing tasks

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COURSE CONTENT

Module 4: AI-Powered Content Planning and Copywriting

Topics:

- Creating content for awareness, consideration and conversion
- Generating content ideas and campaign angles with AI
- Writing attention-grabbing three-second hooks
- Applying AIDA, PAS and Before-After-Bridge copywriting frameworks
- Writing captions, headlines and clear calls-to-action
- Adapting messages for different audiences and platforms
- Repurposing long-form content into multiple social media formats
- Building a balanced and sustainable content calendar

Practical:

- Create AI-assisted hooks, captions, calls-to-action and a 30-day content calendar

Module 5: AI Visual and Short-Form Video Production

Topics:

- Principles of effective, mobile-first social media visuals
- Developing creative concepts and visual directions with AI
- Writing prompts for AI-assisted image and design generation
- Short-form video structure: hook, build and resolution
- Educational, demonstration, problem-solution, FAQ, testimonial and behind-the-scenes formats
- AI-assisted video ideation, scripting, shot listing and storyboarding
- Using captions, voiceovers, music and transitions effectively
- Maintaining visual identity, authenticity and brand consistency

Practical:

- Create one social media visual and one short-form video concept, script and storyboard

DAY 1 OUTPUTS

- Social media readiness and opportunity assessment
- Audience persona and customer-journey map
- Content-pillar framework
- Reusable AI prompt library
- Hooks, captions and calls-to-action
- 30-day social media content calendar
- Social media visual and short-form video storyboard

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COURSE CONTENT

DAY 2: PLATFORM GROWTH, ENGAGEMENT, ADVERTISING AND OPTIMISATION

Module 6: Platform-Specific Content and Growth Strategies

Topics:

- Facebook content, groups, community and lead-generation opportunities
- Instagram feed, Stories, Reels and carousel strategies
- TikTok discovery, search, retention, trends and repeatable series
- LinkedIn thought leadership, expertise and B2B communication
- YouTube Shorts and searchable video content
- Platform-specific posting formats, frequency and audience expectations
- Social search, keywords, hashtags and content discoverability
- Adapting one core idea across multiple platforms

Practical:

- Repurpose one campaign message into platform-appropriate content for three social networks

Module 7: AI-Assisted Engagement and Community Management

Topics:

- Turning followers into an active and trusted community
- Creating interactive content that encourages meaningful responses
- Managing comments, enquiries and direct messages
- Using AI to draft response templates and frequently asked questions
- Handling complaints and negative comments professionally
- Social listening, sentiment and emerging customer concerns
- Qualifying leads through social conversations
- Escalation rules and human oversight for sensitive communication

Practical:

- Build an AI-assisted response library and engagement workflow for common community scenarios

Module 8: Social Media Advertising and Lead Generation

Topics:

- Role of paid social media within the marketing funnel
- Awareness, traffic, engagement, lead-generation and conversion objectives
- Audience strategy: broad, interest-based, custom and retargeting concepts
- Matching messages, offers and calls-to-action to audience readiness
- Customer-centred versus product-centred advertising
- Using AI to generate ad angles, copy and creative variations
- Connecting advertisements to WhatsApp, lead forms or landing pages
- Testing creative variables and avoiding misleading claims

Practical:

- Develop a paid social campaign concept, audience approach and three AI-assisted ad variations

COURSE CONTENT

Module 9: Social Media Analytics and AI-Powered Optimisation
Topics:
- Connecting business objectives with relevant performance indicators
- Reach, impressions, engagement, follower growth and watch-time metrics
- CTR, CPC, CPL, conversion rate, customer acquisition cost and ROAS
- Separating awareness indicators from conversion indicators
- Diagnosing content, creative, audience, offer and conversion-path issues
- Using AI to analyse exported campaign data and identify patterns
- Turning findings into clear optimisation recommendations
- Validating AI-generated analysis and avoiding misleading conclusions

Practical:
- Analyse a sample social media campaign dataset and recommend evidence-based optimisation actions

Module 10: Capstone — AI-Powered Social Media Campaign
Topics:
- Defining the business challenge, campaign objective and target audience
- Mapping the customer journey and selecting priority platforms
- Developing content pillars, campaign messages and creative concepts
- Creating AI-assisted sample posts and a short-form video script
- Defining the engagement and lead-response approach
- Developing the paid-promotion concept and conversion path
- Selecting KPIs, measurement criteria and optimisation actions
- Applying responsible review before workplace implementation

Practical:
- Develop and present a complete AI-powered social media marketing campaign based on a workplace business case

DAY 2 OUTPUTS
- Three-platform content adaptation set
- Community-response library and engagement workflow
- Paid social campaign concept and creative variations
- Campaign performance analysis and optimisation recommendations
- Integrated AI-powered social media campaign plan
- Capstone presentation and 30-day workplace action plan