Digital Sales and Social Media Marketing Strategies Training Course



09 - 13 Nov 2026

Cape town

4600 € (Per Person)

Ref: #SAL8711_261311

Course Introduction / Overview:

This training course is designed to equip sales and marketing professionals with the skills needed to thrive in the digital age. The modern sales landscape has been fundamentally reshaped by social media, and a solid understanding of digital platforms is now essential for connecting with customers and driving revenue. This program provides a comprehensive framework for integrating digital tools and social media into the entire sales process, from prospecting to closing deals. We will explore key concepts from prominent authors in the field, such as Philip Kotler, whose work has defined modern marketing. His book, "Marketing Management," provides a foundational approach to understanding how digital channels fit into a broader marketing and sales strategy. BIG BEN Training Center has designed this curriculum to ensure participants can effectively use platforms like LinkedIn, Facebook, and Instagram to identify leads, build relationships, and create compelling content that converts. By mastering these principles, professionals will not only increase their digital footprint but also gain a powerful competitive advantage by turning their online presence into a key driver of business growth.

Target Audience / This training course is suitable for:

- Sales and marketing professionals.
- Social media managers.
- Business development executives.
- Entrepreneurs and small business owners.
- Digital marketing specialists.
- Account managers.
- Corporate communications staff.
- Government agencies and non-profit organization leaders.

Target Sectors and Industries:

- Technology and software.
- Retail and e-commerce.
- Financial services.
- Professional services and consulting.
- Real estate.
- Media and advertising.
- Healthcare.
- Government agencies and their equivalents.

Target Organizations Departments:

- Sales and business development.
- Marketing and communications.
- Digital strategy.
- Client relations.
- Public relations.
- E-commerce.
- Corporate training.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a professional digital sales strategy.
- Use social media platforms to identify and qualify leads.
- Create engaging content that attracts potential clients.
- Build a strong personal brand on professional networks like LinkedIn.
- Integrate social media marketing with traditional sales activities.
- Track and analyze social media engagement and sales metrics.
- Use digital tools to automate parts of the sales process.
- Engage in ethical and effective online outreach.
- Build and nurture a network of valuable professional connections.
- Convert social media interactions into concrete sales opportunities.

Course Methodology:

This training course uses a practical, hands-on methodology to ensure a deep and applicable understanding of digital sales. The program is built around a series of real-world case studies and interactive workshops that challenge participants to apply their skills in a safe environment. We will use a workshop format to facilitate group discussions and collaborative problem-solving, where attendees can work on creating digital content and sales pitches. A key part of our approach is the use of practical exercises where participants will set up and optimize their own professional social media profiles, allowing them to directly apply their knowledge. The curriculum is designed to be highly engaging, with live platform demonstrations and expert-led Q&A sessions. The focus is on moving beyond theory to developing a hands-on skill set that can be used immediately. BIG BEN Training Center is committed to providing a learning experience that empowers professionals to leverage the power of social media to drive revenue, build their personal brand, and become a leader in their industry.

Course Agenda (Course Units):

Unit One: The New Digital Sales Landscape.

- Understanding the modern sales funnel in a digital world.
- The role of social media in lead generation and customer engagement.
- Identifying key digital channels for your industry.
- Building a professional personal brand online.
- Setting up and optimizing a professional LinkedIn profile.
- The importance of content marketing for sales.
- Navigating the ethical considerations of digital sales.

Unit Two: Strategic Social Prospecting.

- Using LinkedIn Sales Navigator to find and qualify leads.
- Developing a targeted social media prospecting strategy.
- Engaging with prospects through meaningful conversations.
- Best practices for online outreach and connection requests.
- Identifying buying signals on social media.
- Creating a targeted list of potential clients.
- The importance of personalization in digital communication.

Unit Three: Content Creation and Digital Engagement.

- Developing a content strategy for social media.
- Creating engaging posts, articles, and videos.
- Using social media to demonstrate industry expertise.
- Building a community around your brand.
- Responding to comments and direct messages effectively.
- The role of video content in building trust.
- Curating and sharing valuable third-party content.

Unit Four: Measuring Performance and Analytics.

- Tracking key metrics for digital sales success.
- Using analytics to measure the ROI of social media efforts.
- Monitoring social media for brand mentions and leads.
- Analyzing the performance of your content.
- Using social listening tools to understand your audience.
- Creating and presenting a digital sales report.
- Setting realistic goals for your digital sales efforts.

Unit Five: Building Your Digital Sales Funnel.

- Creating a clear path from social media engagement to sales.
- Using lead magnets and landing pages.
- Integrating digital sales with your CRM.
- Nurturing leads through email marketing and social media.
- The role of social selling in the B2B and B2C space.
- Automating parts of the sales process.
- Scaling your digital sales efforts.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era where social media platforms are designed for constant connectivity and engagement, how can a sales professional ethically and effectively build personal relationships without blurring the lines between their professional and personal lives?

What unique qualities does this course offer compared to other courses?

This training course stands out by bridging the gap between traditional sales and modern digital marketing, providing a unified framework for success in the online world. While other sales programs may briefly mention social media, our curriculum is a deep, hands-on exploration of how to use these platforms as a core part of the sales process, from start to finish. We provide a robust framework based on the foundational work of academic experts like Philip Kotler, giving the content a strong, credible basis. The course is highly interactive and uses real-world case studies and practical exercises where participants will build their own digital presence and sales strategy. This practical experience is a key differentiator, as it ensures attendees can immediately apply their new skills to their own careers. The program's emphasis on building a strong personal brand and using social media for genuine relationship building is also unique. BIG BEN Training Center has designed this program to empower professionals to not only increase their digital footprint but also to turn their online presence into a key driver of business growth.