# Social Media Marketing Trends Training

Duration: **1 Day**

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This webinar explores the latest trends shaping social media marketing, with a focus on AI-driven content, short-form video, social commerce, authenticity in influencer marketing, and AI-powered social media management. Through real-world case studies, attendees will gain insights into strategies used by top global brands and learn how to apply them to their own marketing efforts.

## Prerequisites

This session is open to all professionals interested in social media marketing and digital marketing. While no prior experience is required, familiarity with social media trends and digital marketing strategies will be beneficial.

**Target Audience**

- Social media managers and marketers
- Brand strategists and digital marketing professionals

## Training Outline

Distinguishing social media trends from social media marketing trends

The Rise of AI-Generated Content

Short-Form Video & Vertical Content

Social Commerce & Shoppable Content

Authenticity in Influencer Marketing

How AI is Changing Social Media Management

Open discussion and participant questions