

Marketing With Social Media

COURSE OVERVIEW

Participants will learn to develop a social media marketing plan as a part of their overall marketing strategy, determine who should be on their team, and choose how they will measure what is taking place.

In addition, we will explore some of the major social media sites and look at how specialty sites and social media management tools can take their social media marketing to the next level.

KEY SUBJECT AREAS

- What is social media?
- Understanding the marketing mix.
- Developing a social media plan.
- Building your social media team.
- Using social media to build internal communities.
- Analysing your impact with metrics .
- Keeping on top of the trends.
- Damage control.
- Using Facebook, LinkedIn, and Twitter.
- Building a blog or vlog (including using YouTube).
- Using specialty sites (e.g. Pinterest and Yammer).
- Using social media management tools.
- Launching your plan.

LEARNING OUTCOMES

- Describe the value of social media to their marketing plan.
- Create and launch a social media marketing plan.
- Select the right resources for a social media marketing team.
- Define how to use social media to build an internal community.
- Use metrics to measure the impact of a social media plan.
- Manage difficult social media situations.
- Decide whether a blog adds value to a social media plan.
- Speak about specialty sites and social media management tools.
- Stay on top of social media trends and adjust their plan as the online world evolves.

Contact us for more information
or to register on a workshop:

*Social media remains
an evolving aspect
of our daily lives in
addition to being a
part of our businesses.*

Duration: 2 Days

Unique features

The Marketing & Sales Workshop is designed to meet current market trends.

- Professional facilitators use the most up to date accelerated learning techniques.
- An interactive, relaxed atmosphere with real world examples.
- Modern presentation methods using audio and visual presentations.

Who should attend?

Anyone who has some familiarity of social media and would benefit from developing a social media marketing strategy to compliment their other marketing skills.

Includes...

- Resource material & workbook.
- Training 101 Certificate

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