

CREATING A DIGITAL AND SOCIAL MEDIA STRATEGY

Duration: 1 Day

OBJECTIVES

This one day course will provide you with the knowledge to: have a strategy created that can be executed after workshop; know what digital and social media best practice looks like aligned with your objectives; use skills and resources to deliver and manage a digital strategy; apply a planning process to all stages of the digital and social media life-cycle to ultimately help monetise your pipeline and stand out from the competition; evaluate appropriate channels, tools, engagement techniques and metrics; understand and feel confident when executing your digital and social media strategy.

PRE-REQUISITES

The course is appropriate for anyone who has just started using social media platforms such as LinkedIn, Twitter, Facebook and Google+. There are no specific pre-requisites.

COURSE INCLUDES

A comprehensive set of reference notes covering course topics, follow-up telephone support and lunch and refreshments.

COURSE OUTLINE

Introduction

- Introduction to the day and trainer
- Introduction to agenda and course objectives

Looking at digital and social media in 2019

- Explaining current digital and social media and how it has changed over time
- Breaking down the 2 factors that drive all online activity
- Looking at a proven and tested framework to help build your strategy

Identifying your proposition

- Explaining what you do in a clear, concise manner across multiple platforms
- Finding catchy slogans, keywords or phrases

Understanding different ways to drive traffic

- Demonstrating ways to be creative and fun when creating content that works
- Creating and establishing yourself on visual platforms like Instagram and YouTube
- Looking at traffic drivers such as social media advertising
- Understanding Search marketing in 2019.

Knowing how to get people to take action through stories

- Structuring and telling stories online to move people along the user journey
- Identifying customer wants, needs and challenges and how to support them

Building relationships and engagement

- Building relations, communities and interactions on social media
- Creating and establishing yourself on networks like Facebook, LinkedIn and Twitter.

- Looking at best practice monitoring and engagement techniques.

Converting and understanding metrics to measure success

- Looking at data metrics, tracking and measurement

Summary and next steps

- Summary of the day's activities and questions