

### Social Media for Marketers

## OVERVIEW

Course duration: 1 day.

As social media continues to make inroads into the corporate world, many organisations are struggling with the best way to incorporate these new media into their marketing strategy.

This course will provide an insight into the ways social media can be harnessed by your organisation for sales leads, prospecting, building profile and sharing meaningful content.

## IS IT RIGHT FOR ME?

If you are responsible for managing your social media output or developing content, then the course is ideal for you to hone and develop your social media strategy. If you are managing the marketing communications for your company or brand and looking to embrace social media, then this programme will help you to incorporate the social media disciplines into your marketing communications planning and strategy.

## WHAT WILL I LEARN?

By the end of this course you will be able to:

- Understand the current rules and guidelines for developing a social media presence.
- Examine the pitfalls and how to avoid them.
- Understand the importance of developing a long term strategy for your social media presence and develop appropriate content.
- Implement your social media strategy.

## WHAT WILL IT COVER?

What's your strategy?

- New world, new language, new rules and new competitors
- Identifying how social media fits within the communications mix
- Analysis of your current social media strategy
- What's in your social media mix and what should actually be in it?
- Customer Engagement strategy

Facebook

- Let's get started on Facebook
- Exploring the role Facebook plays in your communication plans
- Setting up your own page – some dos and don'ts
- Posts, friends, likes, promotions
- Getting started with Facebook advertising
- What about Facebook Exchange?

Multiplatform media

- Getting started with advertising
- Integrate with your current platforms
- Business examples
- Sponsored stories

- Facebook Exchange
- Other sites to consider; LinkedIn, YouTube, Pinterest, Instagram, Twitter

#### The Twitter language

- Understanding the terms – the Twitter language
- Getting started – building your strategy
- Building a following
- Golden rules of Twitter
- Content – what to tweet
- The power of Twitter

#### Making a return on your investment

- Making social media work for you

#### Your Personal Action plan

### **WHICH COURSE NEXT?**

Social Media Marketing in a Day

Social Media Advertising

Developing and Managing an Online Community