Social Media for Business

Duration : 1 day

Overview

With a quarter of the planet estimated to be using Social Media today, Social Media has become a valid component of a comprehensive marketing communications programme.

How can you use this opportunity effectively to promote your business?

What do you need to do to use Social Media strategically?

During this course we show you how Social Media can support your overall marketing plan. We will mix theory with practical, hands-on experience and discussion about your specific business objectives.

This course is ideal for any marketing people or business owners who are new to Social Media or who are already active on Social Media but would like to learn how to use them more effectively.

We will concentrate on the "Big 4" of Twitter, LinkedIn, Facebook and YouTube.

Prerequisites

There are no prerequisites for this course.

Objectives

- Understand how to use Social Media more effectively
- Be able to communicate with confidence
- Have a good understanding of how you can use Social Media to develop your business
- Recognise the most important social media channels - what they are, how they operate and why you should join the conversation.
- Take away 5 actions that will immediately help drive revenue for your business

Course Content

Key Topics

- Introduction to Social Media - what they are and how do they fit in with your marketing plan
- Putting the "Big 4" into context. Some statistics on current users.
- Twitter for business
- LinkedIn for business
- Facebook for business
- YouTube for business
- Measuring success - ROI, Buzz Monitoring, Measuring the Buzz
- The "best of the rest" - Pinterest, Yammer, Blogs, Snapchat, Google +