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Social Media Marketing

Course duration:

Half day of classroom based instructor-led training.

Course summary:

Social media has grown from a geek novelty to a mainstream component of the web. It has fast become a vital ingredient in online marketing strategy and has already proved a recipe for success for those organisations that plan their social strategy incisively. If you have not adopted social media yet, confused by where to start, or your social strategy has stalled, this course gives you a clear overview of the social media landscape and a structured approach to planning and implementing a strategy that is right for you.

Who should attend:

This course is aimed at individuals and organisations looking to use social media as part of their online marketing toolset and is particularly valuable to those who will be responsible for choosing, implementing, managing and evaluating social media campaigns.

Pre-requisites:

Delegates should:

- Have a familiarity with the Internet and the web
- Experience of social media websites as a user being beneficial, but not essential

Course objectives:

On completing the course, you will be able to:

- Describe the principles behind social media
- State the different types of social media channel
- Explain the benefits and applications of social media to an organisation
- Demonstrate how social media integrates into an online marketing strategy
- Use a controlled approach to design and implement an appropriate social media strategy
- Measure the success of social media tactics

Specific topics covered within the course:

- Basic principles of social media
- Types of social media presences
- Benefits of social media to an organisation
- Using social media to complement other online marketing tactics
- Creating a social media strategy that is tailored to your organisation or brand
- Measuring the success of social media tactics

Certification:

Delegates may request a certificate of attendance.