

Social Media Overview

Length: Three Days (Can be customized into 3 – 1 day courses)

Target Audience:

- Small Business Owners
- Corporate Marketers
- Public Relations Directors and Managers
- Marketing Directors and Managers
- Internet Marketing Managers
- Events Marketing Managers
- Product Marketing Managers
- VP of Marketing/CM
- Social Media Coordinators
- Social Media Managers
- Website/Community Managers

Top Reasons to Take This Course

- Latest B2C Social Media marketing strategies using the major social networks
- How to Create an effective B2B strategy for lead generation and using Social CRM
- B2B and B2C strategies and tactics for creating a Social Media Policy
- Techniques to increase productivity and reduce time spent in front of these tools and social networks
- How to create content with video, blogs, etc., to appeal to your customer demographic
- All the tools/techniques required for creating and implementing Social Media marketing campaigns
- How to implement social media marketing campaigns using a URL shortening service and integrate them into your Social analytics and CRM
- How to integrate your social media campaigns into existing marketing campaigns
- Social media ROI — how to measure track and monitor your efforts
- Free tools, templates and case studies that you won't get anywhere else

Maximize Your Business and Sales Potential through Twitter, Facebook, YouTube, LinkedIn and more.

Even for seasoned marketing professionals – this is new territory! Electronic Social Networks that did not exist five years ago are now the new frontier in marketing. They can be a great opportunity for exposure, and revenue for your company. Aside from a social outlet, when integrated with traditional marketing, these potential sales vehicles can augment your entire marketing efforts, creating publicity, opportunity and sales potential you never thought could exist. After two information-packed days in this social media training workshop, you will have your plan ready to go.

Finally, Get Answers and Get Busy!

If you're like most marketing professionals, you're realizing you need to get on board with Social Media Marketing. It's evolved quickly. There's no book, no resource and few people to turn to for advice – now that's all changed. After two days in this social media training workshop you'll know what you need to know from a seasoned expert in the field.

Convert Fans into Customers – With the Right Direction, Tools and Guidance

Whether involved with business to business or a consumer marketing, social media marketing will work for you. Understand how each of these media operate; their potential, the psychology, where are you are losing revenue potential and more. You'll learn to maximize results from the top Social Networks; Twitter, Facebook, YouTube and the top business-to-business network, LinkedIn. You'll know when you should be using video, cross-pollination techniques and other specific strategies. You'll leave this social media training workshop with a direction and focus and your own game plan. We'll show you how to harvest qualified leads using these marketing tools, and how to cultivate more sales for your business in this two-day social media training workshop. Done Correctly, Social Media Marketing will work!

Course Content

Day 1

Understanding Social Media and Influence

- A true definition of social media
- Staggering statistics that will blow you away
- Determining your social influence
- Comparing social media with other forms of marketing
- Social media and the marketing funnel
- Creating goals in your social media marketing campaigns

Describe the Social Media Ecosystem

- A true definition of social media
- Find out if social media is right for your business and industry
- Discovering the types of social media campaigns
- Understand why the leading platforms in social media are working and how they leverage true consumer engagement

Understanding Social Media Strategies

- How to create specific social media goals that work
- The real cost of social media campaigns
- Why it's a return on conversation, investment and time
- Learn ways to find your audience and what they are doing
- Understand how to spy on your competition through social media
- Getting ranked: how to use your social presence

The Conversation — Where to start?

- Understand that it's a conversation and not a one-way push
- Learn how to become part of the conversations that drive revenue
- Do's and don'ts of an outline conversation
- Five crucial steps to getting someone's attention online

B2C in Social Media — What does it look like?

- Social media B2C statistics that you have never heard of
- How Facebook is leading the way in B2C and how you can leverage it
- Top examples of B2C marketing in social media
- Find out what marketing tactics work in social media in a B2C environment
- Get ideas on creative campaigns to use for consumer-based marketing
- Learn which social networks are more akin to having better results for your B2C brand
- Understand the psychology behind why users use social media as a new means to buying products

B2B in Social Media — How is it different?

- Social media B2B statistics that you have never heard of
- Common mistakes in social media that B2B companies make
- How to create an effective outreach strategy in B2B
- Learn why the sales cycle is longer in B2B and how to manage it
- Learn from the instructor on how he uses B2B social media strategies to increase leads and generate new sales
- Learn why Facebook may not be the right B2B solution for your company
- Learn how to effectively listen in on Twitter and engage appropriately from a B2B standpoint
- Understand that people want to talk to people, not necessarily brands, and how to leverage that in a B2B environment

Understanding the Types of Social Media

- What are social news sites and how do they work?
- What is the definition of social networking, and how does it relate to social media?
- What is social bookmarking, and is it right for you?
- What is social sharing?

- Learn how to create social events that make you stand out
- Why blogs are so important and what you need to know to make them successful
- Is micro blogging for you?
- Do wikis and forums still work?

Facebook

- The Basics of Your Facebook Marketing Plan
- Understanding where Facebook is used best in business
- The best B2B and B2C Facebook case studies
- Profile strategies and understanding them
- Personal vs. fan pages and what works better
- Creating and managing groups on Facebook and when you should use them
- What privacy settings can affect you as well as your brand
- Learn how companies are using Facebook to interact with their customers
- Learn how to make your Facebook a page viral
- Why events are important in your Facebook marketing strategy
- How to create traffic and awareness from events even when you do not go to them
- The latest changes in Facebook and how they affect your business

Facebook Advertising

- An introduction to Facebook social ads
 - Learn how to segment your demographic with Facebook advertising
 - Understanding Facebook bidding strategies
 - Facebook ads and e-commerce techniques
 - How to split test your ads on Facebook
 - How to use the right imagery in your Facebook ad campaign
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- How ad copy is different in Facebook PPC than SEM
- How to create winning ads that fit Facebook's terms of service

Advanced Facebook Marketing Techniques

- Learn how to use the new Facebook photo viewer as a powerful marketing tool
- Video strategies inside of your Facebook page
- How to create a solid following on your Facebook fan page
- Learn Facebook business strategies that work
- Get top secret ideas on creating contests to increase fan base
- How to use Facebook places to leverage new and returning customers
- How to create a strong community around your brand using Facebook
- Understand the policies behind coupons in Facebook

Day 2

Twitter — The Micro blogging Site Where Everyone Should Be

- Twitter Basics and Terminology
- How talk the Twitter ling
- Case studies using Twitter
- Twitter and crisis management
- Why you should be at least listening on Twitter

Twitter Marketing

- Five Twitter marketing strategies to produce immediate leads
- B2C strategies that work
- B2B strategies for long-term Twitter success
- How to use Twitter in your arsenal of marketing tools
- How to create an organic following and increase followers
- Why it matters what you had for lunch

- Learn how to use Twitter to watch what your competitors are doing
- Learn how to find the right people to engage with and where they are
- Learn how to use Twitter search for specific content and lead generation
- Online reputation management through Twitter
- Understand how and why users retweet and how to get people to retweet and share your content

Twitter Analytics and Measuring ROI

- Learn how to create specific social search campaigns around desired keywords and how keywords differ in search campaigns from social campaigns
- Monitoring vs. measuring and how Twitter fits in your overall goals strategy
- How to measure Twitter influence and why it's important in your outreach strategy
- Understanding Klout in Twitter

Twitter Tools

- Learn which tools best align to your overall goals
- Learn how to setup searches inside of these tools to monitor your brand and competition
- Learn which Twitter tools are a waste of time and which ones to avoid
- Learn which Twitter plug-ins work well with your blog and how to promote them

LinkedIn

- The Basics and Terminology
 - Why LinkedIn is the best B2B lead generation tool in social media
 - Setting up and optimizing your profile
 - How your personal brand crosses into your outline brand identity using LinkedIn
 - How to use LinkedIn as an HR machine
 - Understanding security preferences in LinkedIn
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- How to find connections relevant to you and your industry
- How to get introductions to people you want to meet on LinkedIn
- Learn how to create LinkedIn events and publish them
- Learn which LinkedIn applications are good to use and which are not

LinkedIn Advertising

- Step-by-step screenshots on how to setup your LinkedIn advertising campaigns
- Do's and don'ts in LinkedIn advertising
- **Advanced LinkedIn Marketing Strategies**
- How to effectively use questions and answers
- The difference between free and paid plans on LinkedIn and when you need to have them
- How to use the question and answer section to gain leads
- Learn how to optimize your LinkedIn profiles with keywords to come up in searches not only in LinkedIn, but as well as Google and other SERP's
- Learn how to embed video in your LinkedIn profile

YouTube

- The Basics
- Staggering statistics and numbers you never knew about YouTube
- Learn about the case studies of the famous viral videos on YouTube and why they worked
- Understand how YouTube and other video platforms work and the differences between them
- The success of viral videos and why they work
- Learn the secrets on how to create a video content strategy and implementation

Advanced YouTube Strategies

- How to leverage video embedding within your sites

- How to use YouTube insights for video analytics
- How to create content inside of YouTube for higher viral success
- Find out which tool works best when optimizing your YouTube video
- How YouTube search different from regular search terms and the tools to use for keyword research strategies
- Why content is not king in YouTube
- How to utilize all social networks to increase overall YouTube views
- The secret of using commenting in YouTube
- Metrics and tracking of YouTube videos
- How to create a YouTube following
- Learn techniques of the most successful viral videos on YouTube

Day 3

Geo Location

- The Basics
- Understanding the platforms
- Choosing the right platform for your business
- Understanding Geo Location goals and how they differ from other types of marketing goals
- How to establish your presence

Advanced Geo Location Strategies

- How to customize the platforms to your business
 - Learn how to create compelling promotions and the secrets behind them in location based services
 - Learn how to engage with your customers coupled with other social networks
 - Learn the typical mistakes in location based marketing and how to avoid the common pitfalls
 - Learn how your consumer is a captured target and how to reel them in
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- Learn strategies to increase impulse buying when consumers find you in these location based networks
- Learn the four different types of location based marketing strategies that work when marketing to your customer

Case Studies

- Current examples of brands using location based marketing and how they are successful (and how some have failed)
- How QR codes and location based services work together

Social Media Plans and Policies

- How ethics apply to you and your business
- Everything on the Internet is not legal
- Why your customer service department should be up to speed with your social media policy
- How to create your social media policy
- Examples of big brand social media policies and why they work

Understanding How to Manage Social Media in Your Department

- Who internally owns your social media strategy and execution
- How to effectively measure your social media results and what tools do that for you
- Where to look for the right people when building a social media team
- Learn ways on how to get buy in from executives on your social media plan
- How to choose a social media consultant
- Why not to let your agency tweet for you
- How to identify an outline social media reputation crisis and ways to deal with it

Social Media Conversion Optimization

- What is conversation optimization?
- What is social conversation?

- Learn how to build a social media conversion funnel
- Top ten metrics of social media conversion and what other companies are using
- The difference between conversions vs. conversation in social media
- What social media landing pages are and how they can work for your business
- Learn what tools to use to measure social conversion
- Learn how to measure social media conversations
- Landing page optimization in social media

