

OUTLINE

Social Media Marketing

Lesson 1

Getting Started

- Icebreaker
- Housekeeping Items
- Workshop Aims

Lesson 2

Facebook

- Pros / Cons
- Likes / Opinions
- Articles / Links
- Tracking and Measurement
- Case Study
- Lesson 2: Review Questions

Lesson 3

YouTube

- Pros / Cons
- Channel
- Content and Voice
- Tags and Measurement
- Case Study
- Lesson Three: Review Questions

Lesson 4

Twitter

- Pros/ Cons
- Voice
- Tags and Links
- Tracking and Measurement
- Case Study
- Lesson Four: Review Questions

Lesson 5

LinkedIn

- Pros / Cons
- Optimize Search in Profile
- Groups and Links
- Tracking and Measurement
- Case Study
- Lesson Five: Review Questions

Lesson 6

Google+

- Pros / Cons
- Organic Search Links
- Plan
- Tracking and Measurement
- Case Study
- Lesson Six: Review Questions

Lesson 7

Pinterest

- Pros/ Cons
- Posting and Conversation
- Pins and Boards
- Tracking and Measurement
- Case Study
- Lesson Seven: Review Questions

Lesson 8

Tumblr

- Pros / Cons
- Posting and Conversation
- Links
- Tracking and Measurement
- Case Study
- Lesson Eight: Review Questions

Lesson 9

Flickr

- Pros / Cons
- Expand Sharing
- Discussion
- Tracking and Measurement
- Case Study
- Lesson Nine: Review Questions

Lesson 10

Snapchat

- Pros / Cons
- Audience
- Ads
- Tracking and Measurement
- Case Study
- Lesson Ten: Review Questions

Lesson 11

Instagram

- Pros / Cons
- Niche and Excellent
- Hashtags
- Tracking and Measurement
- Case Study
- Lesson Eleven: Review Questions

Lesson 12

Wrapping Up

- Words from the Smart
- Lessons Learned
- Completion of Action Plans and Evaluations

This course can be fully customised for your business team.
Please contact us for more details and our team will happy to assist.