
Social Media Marketing

Our 1-day course will show you how companies are using Social Media to generate engagement, create conversations and listen to their customers



Discover How Social Media Can Work for Your Business

Marketing Tom Media has been delivering Social Media Marketing workshops to private and public sector organisations, local and national Government, FE & HE colleges in England & Wales for over 6 years. In this time over 500 people have attended our workshops and discovered how social media could be used within their organisations.

Course Overview

This 1-day course is aimed at giving attendees a good foundation in the world of social media (it is aimed at beginner-intermediate users). It provides an equal balance of interactive presentation, discussion and group work on the applications that businesses and companies should be starting to use in their marketing mix.

Social Media Themes

Topics Covered

- *Social Media Today - stats and facts*
- *Digital Media Touch points*
- *Use of updates across networks*
- *Listening, researching and monitoring*
- *Social proof*
- *Broadcast vs Engagement*
- *SEO, Social Media & User-generated content*

Twitter

Topics Covered

- *Creating tweets, notifications, using video and images.*
- *Using retweets, notifications, direct messages, shortened URL's and hashtags.*
- *Building and nurturing a following.*
- *Engagement, PR, brand building, selling, customer care, sales promotion & much more.*
- *Monitoring, researching and listening.*
- *How to make the most out of new Twitter profiles.*

Facebook

Topics Covered

- *What are Facebook pages?*
 - *Deconstructing Facebook Pages - updates, cover photos and apps*
 - *How are organisations using them?*
 - *Content creation looking at types of content - text, video, images, links hashtags - and how to create engagement.*
 - *How to generate more followers (likes)*
 - *Analytics - what to look and monitor*
 - *Facebook ads and sponsored stories - how to use them to target specific audiences.*
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Blogging

Topics Covered

- *How are companies using blogs - brand awareness, customer engagement, as a PR tool.*
- *How can you use blogs in your organisation?*
- *Creating content for your blog*
- *A look at blog ambassadors, blog strategies, editorial calendars and embedding content.*
- *Exploring blog platforms, types of blogs and the content you would use.*
- *What are micro blogs?*

LinkedIn

Topics Covered

- *Creating high quality LinkedIn profiles*
- *Developing connections and recommendations*
- *Degrees of separation, introductions and InMail*
- *Creating meaningful updates, segmenting them and sponsoring them.*
- *Creating ads to target and reach out to new audiences.*
- *Exploring open and private Groups: Inviting People, Managing a Group, and more*
- *Creating, Following and Updating Company Pages*

Video & Image Sharing

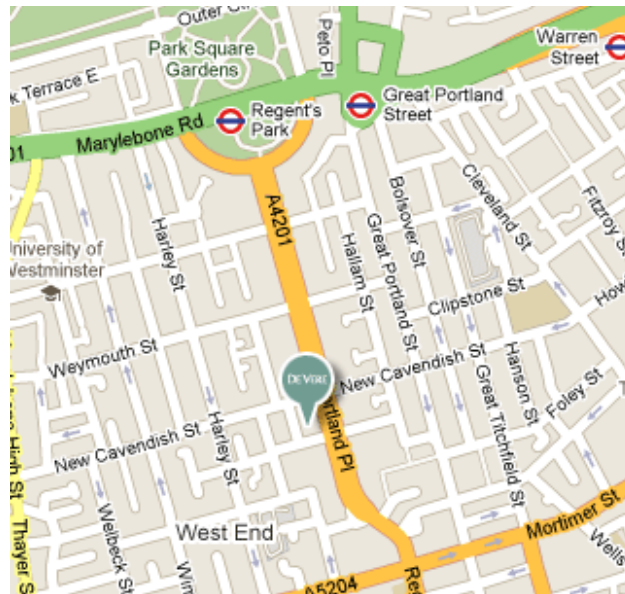
Topics Covered

- *Exploring the channels - YouTube, Instagram, Flickr and Pinterest.*
- *How are they being used by organisations?*
- *Categorising media - how to guides, PR, FAQ's, testimonial, product previews, etc.*
- *How to make your content more findable.*
- *Creating and embedding content and role of user generated content.*

Course Location

Our courses are either delivered from 9- 10 Portland Place or Holborn Bars (both in the heart of London)

This facility offers fast wi-fi Broadband connections for your laptops or tablet devices.



Cost & Times

Delegate rates for our Social Media London courses are **£299 (+VAT)** and include:

- *Course material*
- *Access to a password-protected Social Media blog which features videos, articles, podcasts, videocasts, PowerPoint slides and book links.*
- *Lunch and refreshments throughout the day*

Discount

Get 10% off course bookings if your organisation is a registered charity or if you have 2 or more staff attending we can offer a discount (not applicable to Early Bird pricing).

In-house courses

If you require, we can arrange to have the workshop delivered either at your location or a preferred venue. See our In-House page for more details.

Times

Our courses start at 9.00-9.15 and delegates are asked to arrive before 9.00. We finish at 4.30-4.45.

Book Today

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