

# Gearing You For Growth

Bursaries | **Business Skills** | Coaching and Mentoring | Computer Skills | E-Learning | Learnerships | Skills Development | Virtual Training

## Marketing With Social Media

### Course Overview

Social media remains an evolving aspect of our daily lives in addition to being a part of our businesses. This two-day course is designed for people who have some familiarity with social media already. Delegates will learn to develop a social media marketing plan as a part of their overall marketing strategy, determine who should be on their team, and choose how they will measure what is taking place. In addition, we will explore some of the major social media sites and look at how specialty sites and social media management tools can take their social media marketing to the next level.

### Course Objectives

This two-day workshop will teach delegates how to:

- Describe the value of social media to their marketing plan.
- Create and launch a social media marketing plan.
- Select the right resources for a social media marketing team.
- Define how to use social media to build an internal community.
- Use metrics to measure the impact of a social media plan.
- Manage difficult social media situations.
- Describe features of some of the key social media sites, including Facebook, LinkedIn, and Twitter.
- Decide whether a blog adds value to a social media plan.
- Speak about specialty sites and social media management tools.
- Stay on top of social media trends and adjust their plan as the online world evolves.

### Prerequisite

There are no prerequisites.

### Target

This course is for any person who should be using or considering using social media to market their business or themselves.

### Duration

- 2 Days



## Course Outline

### Getting Started

To begin the course, delegates will explore what social media is. They will also review their pre-assignment and look at where their social media strategy currently is.

### Understanding the Marketing Mix

Next, delegates will review the five P's of the marketing mix and how social media fits in with them.

### Developing a Social Media Plan

In this session, delegates will learn seven tips for developing a social media plan. Utilization guidelines will also be covered. Delegates will then complete an in-depth social media plan worksheet. The session will wrap up with a look at evaluating the costs and benefits of social media marketing.

### Building Your Social Media Team

Getting the right people on a social media marketing team is essential. This session will offer delegates some ways to build the team. Delegates will also explore the idea of community in social media.

### Using Social Media to Build Internal Communities

In this session, delegates will look at using social media to build employee engagement.

### Analyzing Your Impact with Metrics

This session will discuss useful metrics to analyse and trends to look for. Delegates will also look at the importance of timing when launching a campaign.

### Keeping on Top of the Trends

The biggest challenge in social media is that things are always changing. This session will give delegates some ways to stay on top of current trends. Delegates will also look at social media sites that have come and gone.

### Damage Control

One disadvantage of social media is that negative news and rumours can spread like wildfire. In this session, delegates will learn some damage control tactics. They will also complete a case study on the United Breaks Guitars story.

### Using Facebook

Now that delegates have a solid understanding of the principles of social media marketing, they will move on to specific platforms. To start, delegates will learn how to leverage Facebook. They will learn how to get started, how to build a community, and ways to take Facebook involvement further.

### Using LinkedIn

Next, delegates will learn all about LinkedIn. To begin, they will learn the essentials of getting started. Then, they will learn how to set up an account, build connections, and use groups.



### Using Twitter

In this session, delegates will learn about Twitter, including tweeting, re-tweeting, using hashtags, and using lists. Delegates will also have an opportunity to brainstorm memorable, appropriate Twitter names.

### Building a Blog

The world of blogging has expanded greatly, with microblogs and video logs (also known as vlogs) joining the mix in recent years. This session will start by helping delegates identify if they should be blogging. Then, basic blog rules, strategies for making an impact, and ways to choose content will be covered. Delegates will also consider whether vlogs fit into their social media marketing plan.

### Using Specialty Sites

There are many specialty social media sites that focus on a niche. This session will cover three of the most popular platforms: Yammer, Pinterest, and SnapGuide.

### Using Social Media Management Tools

This session will introduce some tools that can help delegates manage their social media presence. TweetDeck, HootSuite, Posterous, and Salesforce Radian6 will all be discussed, as well as things to consider when using a social media management tool.

### Launching Your Plan

The final session of the course will give delegates an opportunity to review, revise, and polish their social media marketing plan. They will also consider the steps for implementing it in their workplace.