

Social Media 101 for Businesses

Duration: 5 Days

Language: en

Course Code: IND11-101

Objective

Upon completion of this course, participants will be able to:

- Learn how to use social media to generate amazing customer service.
- Discuss how to use your social media pages for public relations and attract business-to-business interest.
- Track emerging topics and use them to keep your business ahead of the game.

- Create engaging posts and content to inspire your target audience.
- Strengthen your brand image through public correspondence.

Audience

This course has been created specifically for anyone within the business who intends to increase their customer base, expand their marketing expertise and develop a stronger brand profile using social media. You will find the course beneficial if you are in one of the following roles:

- Marketing Executives
- Customer Service Managers
- Operations Managers
- Front Line Customer Service
- Social Media Executives
- HR
- Media Relations Professionals
- Account Managers
- Sales Associates
- Sales Managers

Training Methodology

This Social Media Marketing course is designed to be accessible across all adult learning styles and has a mixture of practical and theoretical exercises, providing a combination of workshops, real-life scenarios, and group discussions.
You'll familiarise yourself with interactive presentations and case studies and create practical project outlines that you can relate to your own business experiences.

Summary

Social media is an essential tool for any business to market itself, and the trends and methods of effective use are constantly changing. This Social Media Marketing course will teach you how to use various social media platforms, including Twitter, Facebook, and LinkedIn, to attract your audience and provide valuable content to increase your conversion.
This course will provide you with the tools and knowledge to understand social media marketing across multiple platforms. You'll learn to keep up with the changing marketing accessories and manage your content in the most meaningful and accessible way to attract new clients and customers.

Course Content & Outline

Section 1: Finding Your Target Audience

- Creating customer profiles.
- How do your customers want to be contacted?
- How do your customers contact you? Do you want them to?
- Targeting specific customer profiles.
- Encouraging two-way correspondence.
- Finding the right followers.

Section 2: Which Platforms Are Suitable for Your Business?

- Understanding your aims.
- Looking at Facebook, Twitter, and Instagram contacts.
- Understanding LinkedIn advertisements
- Is Snapchat your new marketing tool?
- Project migration from in-house platforms to social media.

Section 3: Search Engine Optimisation (SEO)

- Social media language – staying impartial.
- Social media jargon and how to decode it.
- Utilising keywords and hashtags.
- Creating compelling content that’s easily searchable.
- Web marketing and the tools available.

Section 4: Trending Topics and How to Find Them

- Finding related influencers and utilising their wider impact.
- The current social media outlook.
- Social searching and listening – finding what’s on-trend and relating.
- Using social media for research.

Section 5: Social Media and Marketing

- Blogging and vlogging – how to write interesting articles with CTA.
- Public relations – attracting the right partners.
- News releases and business updates.
- Viral marketing – assets and pitfalls.
- Successful Facebook marketing techniques.

- Twitter rules and competencies.
- Using LinkedIn for B2B.

Section 6: Customer Service Via Social Media

- Example responses – how in-depth to go.
- Dealing with personal requests publicly.
- Accepting complaints and taking them offline.
- How to develop an effective social media team.
- Creating a brand voice.

Section 7: Creating Your Social Media Strategy in Line with Your Business Aims

- Supporting your business vision.
- Interactive social media activities (polls or comment requests).
- Keeping up with social media changes.
- Proving your strategy provides ROI.
- Post-scheduling and staying consistent.
- Paid ads and their uses.
- Integrating your social posts with wider business activities.

Section 8: Assessing the Impacts

- Asking for reviews.
- Accepting and responding to public feedback.
- How has your brand image been impacted?
- Case studies of successful social media strategy.
- Reporting platforms and assessing customer reach.
- An analytics overview and what it means for you.
- Looking at interactions – are you reaching the right people?

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993

standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Media and Marketing, Sales & Marketing

Tags

Social Media, LinkedIn, Snapchat, Instagram, Twitter, Facebook, marketing, YouTube, SEO

Related Articles



Why Is Social Media Important for Your Small Business Today?

In the digital era, social media is vital for small businesses. Learn to identify your social audience, tailor content, and engage effectively. Discover tips, including segmentation, consistent branding, and data-driven optimisation, to harness social media's power for growth.

YouTube Video

https://www.youtube.com/embed/9J4wLrGAcnA?si=1XXL_Jrdwb2npKLJ