

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 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

This course covers using Facebook, Twitter, Instagram, Snapchat, LinkedIn, and YouTube. You'll be inspired to create engaging content and map out a social media strategy for your business based on current trends and company aims, increasing your conversion and developing a professional brand image.

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.

