

Social Media Marketing For Businesses

Duration: 5 Days

Language: en

Course Code: IND11-105

Objective

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

- Understand the importance and influence social media has in the modern markets.
- Comprehend how social media can be used professionally for a business.
- Effectively plan, design and develop a social media identity and voice.
- Analyse competitor social media pages to understand how to engage with the target audience.
- Explain the five P’s and how these apply to social media marketing.
- Establish a competent social media team to manage various platforms and generate value through content engagement.
- Assess ideal methods of interacting with the target audience to build rapport and improve the organisation's reputation.

Audience

This course is designed for anyone within an organisation who wishes to create or develop their social media presence to enhance their marketing reach. It would be most beneficial for:

- Social Media Managers
- Marketing Directors
- Sales Directors
- Business Owners
- Community Engagement Managers
- Copywriters
- PR Personnel
- Media Relations Representative

Training Methodology

This course uses a variety of adult learning styles to aid full understanding and comprehension. Participants will review genuine examples of social media pages created by established organisations to highlight communication methods, SEO features, and trends. They will participate in a variety of learning methods and exercises to ensure a full and comprehensive understanding of the taught content. These methods include presentations, video materials, case studies, and individual activities. This will guarantee that the participants are able to effectively align their existing knowledge with the taught content and skills.

Summary

Social media has revolutionised the way we communicate as a society. Every region of the world partakes in social media and has developed its own platforms specific to its interests and social needs. This has opened up a whole new marketing method for businesses and organisations, as it allows masses of people to view and engage with their desired content. Just as with other business areas, it is crucial to establish a recognisable brand to succeed on social media. This brand must remain consistent throughout all platforms and accurately reflect the business purpose, goals, and beliefs. To accompany their brand, the business must understand how to investigate trending topics and involve themselves with them, whether producing their own content or liking, commenting, and sharing others' content. There must also be a strong focus on the consumers themselves. As they will be interacting with the business, building a positive relationship with them is essential. Creating dialogue relating to key interests, pop culture, or world issues is guaranteed to open a line of communication. However, a business must also prepare for backlash and criticism and understand how to navigate a negative response.

Course Content & Outline

Section 1: Introduction to Social Media

- Identifying the various social media platforms, their purpose, and primary users.
- Describe the marketing mix and the five P's and explain how these can apply to social media.
- The importance of developing a unique online identity that remains consistent with the business brand.
- Recognising the target audience and focusing on a particular platform with its strongest population.

Section 2: Building a Brand

- Reflecting the organisation's core beliefs throughout its social media presence.
- Maintaining a consistent image between all social media platforms.
- Exploring a communication style that will be well received by the target audience and suit the brand's image.
- Analysing past and present trends to predict future trends accurately.
- Partaking in relevant trends as they are occurring.

Section 3: Marketing Through Social Media

- Establishing expectations, goals and objectives for the use of social media.
- How each platform is most suitable for particular methods of marketing.
- Innovative techniques for generating value through online content.
- Integrating typical marketing methods with consumer expectations, demands and

wants.
- Utilising SEO factors to redirect traffic from social media platforms to business-related websites.

Section 4: Social Media Management

- Examining the roles and responsibilities of a social media manager and social media team.
- Understanding the consequences of poor social media management.
- Following the Nine-step Ideal Participant Profile Process.
- Assessing engagement analytics to adjust content based on performance.
- Opening a direct line of communication with consumers.

Section 5: Reputation

- Evaluating the response from the target audience and responding accordingly.
- Managing negativity, filtering out hate and responding appropriately to complaints.
- Listening to the consumer's issues and wants to incorporate them into standard business practice.
- Building trust and rapport through friendliness, openness and interaction.

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

Management & Leadership, Media and Marketing

Tags

Social Media, Business Management, Social Media Marketing

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/JPKXceNc_TA?si=hjKlUWjWjQMnfjtC