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**silicon
beach**
TRAINING

Social Media

Duration: 2 days

Price: £495 + vat

Prerequisites

Prior to attending this course delegates should have a good understanding of the web and have Twitter, LinkedIn, Facebook & Google accounts already set up

Testimonials

"Fantastic Social Media Course!. It's rare I go on a course and come away with all the answers I needed. Top job!"

Simon Humphries - Parcelpal

"Good depth, great variety of information and the tutor's knowledge of the subject was excellent"

Grant Smyth - Richmond Marketing

"Really helpful - great mix of beginners info and advanced. Really nice paced lecturer! Easy to understand."

Sarah Woodman - Bond International Software (UK) Ltd

The Social Media training course includes a mix of hands-on, practical tuition together with theory, case studies and strategy tips. You will discover the possible pitfalls of using Social Media, learn appropriate Netiquette (Internet etiquette), and look at examples of how to best spread your message to get results.

If you're not already using Social Media Marketing to connect with customers and generate traffic to your site, you'll soon be dropping down Google's rankings and losing business. Social Media is now an essential part of the marketing mix. This Social Media course will show you how and why to use blogging, Facebook/Google+, Twitter and LinkedIn to engage with your customers, build your brand and increase sales.

Objectives

On completion of this Social Media training course, delegates will:

- Understand the underlying principles of Social Media to engage with your target audience
- Formulate an Action Plan that combines the key Social Media Networks and tools
- Effectively create compelling content to increase your online presence
- Be able to monitor the success of Social Media campaigns

Course Content

Introduction

- What is social media?
- The power of social proof
- How can social media help my business?
- Pitfalls of social media

The Big Picture

- How social media aligns with your business plan
- Establishing your identity and your message
- Finding your Tribe
- Basics of SEO

Blogging

- Why blogging is so important
- How to set up a blog in Blogger
- Engaging the audience with video
- What to blog about

continued...

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Related Courses

SEO: 1 Day

Google Analytics: 1 Day

Wordpress: 2 Days

Email Marketing: 1 Day

Links

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Social Media (continued)

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Testimonials

"Very well prepared and instant with open questions. The course follows exactly how you would use Social Media on a daily basis - I have found the course very beneficial and after implementing it, the company and our clients have seen fan/follow growth of up to 30% within the month"

**Paul Noonan - Sans
Frontiere Marketing**

Twitter

- How to get the best out of Twitter
- Understanding Twitter jargon
- Using retweets, hashtags and lists
- Tools to make Twitter easier
- Finding people with influence
- Adding a Twitter widget on your site/blog
- Customising your Twitter background

LinkedIn

- Enhancing your profile
- Building connections and recommendations
- Using groups and answers to drive traffic

Facebook

- Comparing profiles, groups and pages
- Developing a fanpage
- Enhancing your page with apps
- Ads on Facebook
- Facebook Marketplace

Google+

- Introduction to the newest social media platform
- Setting up your profile
- Using Circles
- +1's – what they mean for SEO

Pulling it all together

- Working efficiently
- Article marketing and social bookmarking

Monitoring your Performance & Developing an Action Plan

- What are people saying about you?
- Analytics and stats tools
- Developing your strategy and policy

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