

Social Media Marketing

Social media is a staple of modern life. It is so enmeshed in the way we communicate that companies have little choice but to engage social media as part of their marketing strategy. Before implementing any social media strategies, you should take the time to understand the benefits as well as the risks.



With our Social Media Marketing workshop, your participants will discover the specifics of how to effectively use social media marketing. By utilizing different social media platforms to reach current and potential customers, your marketing will only see success.

Course Outline:

Module One: Getting Started

- Icebreaker
- Housekeeping Items
- The Parking Lot
- Workshop Objectives

Module Two: Facebook

- Pros / Cons
- Likes / Comments
- Posts / Links
- Tracking and Measurement
- Case Study
- Module Two: Review Questions

Module Three: YouTube

- Pros / Cons
- Channel
- Content and Voice
- Tags and Measurement
- Case Study
- Module Three: Review Questions

Module Four: Twitter

- Pros/ Cons
- Voice
- Tags and Links
- Tracking and Measurement
- Case Study
- Module Four: Review Questions

Module Five: LinkedIn

- Pros / Cons
- Optimize Search in Profile
- Groups and Links
- Tracking and Measurement
- Case Study
- Module Five: Review Questions

Module Six: Google+

- Pros / Cons
- Natural Search Links
- Strategy
- Tracking and Measurement
- Case Study
- Module Six: Review Questions

Module Seven: Pinterest

- Pros/ Cons
- Posting and Conversation
- Pins and Boards
- Tracking and Measurement
- Case Study
- Module Seven: Review Questions

Module Eight: Tumblr

- Pros / Cons
- Posting and Conversation
- Links
- Tracking and Measurement
- Case Study
- Module Eight: Review Questions

Module Nine: Flickr

- Pros / Cons
- Expand Sharing
- Discussion
- Tracking and Measurement
- Case Study
- Module Nine: Review Questions