

SOCIAL MEDIA MARKETING BUSINESS MASTERCLASS

Learn How to Propel Your Brand Visibility and Turbo Charged Sales by Over 400%



This is an Advanced Social Media Programme. It is a comprehensive two-day social media course for senior communication professionals and social media managers.



SDGC
TRAINING & CONSULTING

**SUCCESS DRIVES
GLOBAL CONSULTS**

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OVERVIEW

This program shows you EVERYTHING you need to stay on the leading edge of social media marketing and use innovative tools to get real business results. It covers strategic concepts and high-level social media management skills for the latest innovations and platforms – with special focus on content-driven strategies.

Social media marketing is one of the most efficient ways to market and grow a business – yet many business professionals don't really understand how it works. This program covers all of the most important aspects of social media marketing – social media overviews and trends, strategies, emerging social networks, measuring ROI, and more. You learn how to use social media platforms to manage and optimize campaigns to promote growth and position your brand in the global digital marketplace. Including the key techniques for using social media platforms to drive customer awareness of your brand and increase sales

We'll show you exactly how to use social media marketing tools to drive business results and keep you on the leading edge of business change.

What does this course give you?

- Introduction to social media
- Auditing your organisation
- Social Media Strategy
- Social media monitoring
- Content Marketing
- Facebook
- Twitter
- Blogging
- Instagram
- Youtube
- Social Media Automation
- Social for customer services
- Social for PR

TARGET AUDIENCE

Anyone looking for a comprehensive social media marketing know-how, to drive brand visibility, engagement and generate business lead.

DURATION: 2 DAYS

TRAINING PACK

- The SDGC Training Manual
- Social Media Workbook and Template (Social Media Strategy Workbook, Social Media Strategy Template, Social Media branding and Case Studies)
- Certificate of Completion
- Refreshment

PROGRAM OUTLINE

MODULE 1: Introduction

- Starting with the basics
- What is Social Media and the broadening scope of Social Media
- New social media channels
- Why you Must add Social Media to Your Marketing Mix

MODULE 2: Your Social Media Strategy

- Design Your Social Media Marketing Plan
- Deciding your Objectives & Goals
- Defining Your Target Audience Profile
- Choosing your channels
- Social Strategy & the Social Journey
- Exploring the RACE Framework

LAB I: Developing Effective Social Media Marketing Plan

MODULE 3: Social Media Management

- Content creation for social media
- Managing social media teams
- Extended applications of social media
- Community engagement in social media
- Event management in social media
- Managing Social Media Advertisement
- Tracking return on investment in social media

LAB II: Implementing Social Media Advertisement

MODULE 5: Working of Social Network

- Exploring the Major Social Media Channels: Facebook, Twitter, Instagram, LinkedIn, Youtube and Whatsapp

MODULE 6: Facebook Marketing- What you need to know

- Facebook administration overview
- Scheduling Posts
- Creating Pages, Group, Event and Offers,
- Target Audience Definition and Optimization
- Creating and Managing Advert
- Page Messaging
- Call to Action Buttons

- Insights & Analytics
- Case study:

MODULE 7: Twitter Marketing - What you need to know

- Twitter: The Content Mix
- Privacy & Security
- Following & Tweeting
- Following Do's and Don'ts
- Notifications
- Pinning Tweets
- Basic Analytics
- Case Study:

MODULE 8: LinkedIn Marketing - What you need to know

- Profile Update
- Page, Group, Jobs and All major features
- Growing Targeted Connection
- Articles and Post Sharing
- Insights & Analytics
- Case study:

MODULE 9: Social media automation

- Introduction to automation
- Engaging content
- Guide: When to use Social Media Automation
- Scheduling and multiple network posting
- Why use Hootsuite?

MODULE 10: The Social Media Audit

- The Social Media Audit
- Social Media Audit Spreadsheet Template