



TWO DAY BEGINNERS SOCIAL MEDIA BOOTCAMP

Are you feeling a bit 😞 about social media right now?

- ◆ Maybe you are completely new to social media marketing and unsure where to start?
- ◆ Have you set yourself up on Twitter, Facebook, LinkedIn etc and not done much with them yet?
- ◆ Or perhaps social media seems confusing, daunting or even scary?

Well it doesn't have to be like that

With my help you will find it a positive and rewarding experience. You just need to see, hear and have a go yourself

On this Two Day Workshop I'll be excited to see how quickly you'll enjoy experimenting with the many ways social media will benefit your business

What you'll learn:

- ◆ **A brief introduction to social media:** understand why social media is vital to your business and why it is no longer optional
- ◆ **Use social media effectively for your business:** - explore the many ways you will harness the power of social media for your business
- ◆ **Create customer profiles:** learn why segmenting your customers and understanding customer demographics is vitally important to the success of your business. Participate in an insightful exercise to identify who your key customers are and where you will find them. Create your own customer profile(s) unique to your business to put you ahead of your competitors
- ◆ **Discover your unique brand values:** A hands-on exercise where you identify your brand and business values and discover why this sets your "tone of voice" for all your future social media marketing activity
- ◆ **Get started with "The Big Three" social networking sites:** Facebook, Twitter and LinkedIn. Through a combination of presentations, discussions, demonstrations, case studies and Q&A you will see, hear and be shown how to use the three major social networking sites confidently
- ◆ **The pitfalls and benefits of social media:** using examples and case studies, learn what really works and what you must avoid doing

- ◆ **Monitoring:** Discover what others are saying about YOUR company right now, and what your competitors are saying and doing on social media
- ◆ **But what do I say?** Understand how to write engaging content and start writing posts that gets results. Learn the difference between content **creation** and content **curation** and why you do not have to write everything from scratch
- ◆ **Important time saving tips** – Hear and see why free “dashboards” like Hootsuite and Buffer make your social media management easy and save time by bringing together all your social media accounts in one convenient place
- ◆ **Set SMART goals and objectives** – learn why goal setting is vital to the success of your social media marketing
- ◆ **Create your own a social media strategy:** Our easy-to-use Social Media Strategy Template gets you started on creating your own Social Media Marketing Plan immediately after the Bootcamp

Workshop outcomes: after your two day workshop you will:

- ◆ Understand how social media works and know how to use it for your business
- ◆ Know who your customers are and where to find them
- ◆ Identify your brand, business values unique “tone of voice” and use them to make all your social media activities authentic, genuine and engaging
- ◆ Use Facebook, Twitter and LinkedIn confidently and professionally
- ◆ Through case studies and examples, see what really works and what you must avoid doing at all costs
- ◆ Have an in-depth understanding of the types of communication and language you should use for social media
- ◆ Know how to use social media dashboards (like Hootsuite) to save time and provide you with important insights
- ◆ Create your own social media strategy for your business which you can use immediately, and leave the workshop smiling and eager to start using social media

How much does it cost in total?

- ◆ Three or more delegates - £350 per person
- ◆ Two delegates - £400 per person
- ◆ One-to-one training - £500

All prices include VAT

You’ll come away from the workshops feeling inspired about getting started with social media, how to use it professionally for your business, how to use Facebook, Twitter and LinkedIn effectively and ready to start delivering your own social media marketing strategy