



## Beginners / Intermediate Half Day Twitter Workshop

### Six compelling reasons to be on Twitter:

1. **Not on Twitter yet? Your competitors are** and they are getting their marketing messages, news and special deals out to your target audience right now
2. **Engagement with customers** by tweeting special deals, offers and updates quickly, easily and frequently
3. **New customers find, follow and get to know you.** Research shows 66% of Twitter users have found new business, 94% plan to purchase, and 69% have already purchased because of something they saw on Twitter
4. **Greater customer satisfaction** – whether praise or problems, you can respond instantly
5. **Keep an eye on your competitors** - check their activities and adjust your marketing efforts accordingly
6. **Drive more traffic to your website** - by including a link in your tweets, you can send people to the relevant page on your website. Tweets generate more than one billion unique visits to website when URLs are embedded



- ◆ How to set up an attractive Twitter profile
- ◆ Twitter terminology and jargon
- ◆ The Twitter basics you must get right
- ◆ Talking on Twitter – how and what to tweet, how to retweet and how to reply to tweets
- ◆ Using case studies and examples, learn what to do and what you must avoid doing
- ◆ How to find and follow people to build your network
- ◆ How to include photo's, images, videos and links
- ◆ Direct messages, mentions and notifications
- ◆ Twitter Analytics
- ◆ What hashtags are and how to use them . . . and much more . . .

## Your workshop is a mixture of:

- ◆ presentations
- ◆ live demonstrations
- ◆ discussions
- ◆ question and answers
- ◆ case studies and examples
- ◆ hands-on help with perfecting your profile
- ◆ fun and enjoyment . . . . . and always focusing on what **you** want to achieve from the workshop



## How much does it cost?

- ◆ Three or more delegates - £80 per person
- ◆ Two delegates - £125 per person
- ◆ One-to-one training - £165 per person.

**All prices include VAT**

You will leave the workshop feeling inspired to get started with Twitter, know how to use it professionally and confidently and eager to start tweeting

**A bit about me .....**I love helping people new to social media get to grips with it, understand it and even enjoy using it!



A former Social Media & Digital Marketing Trainer for the eBusiness Club - East Midlands Chamber, I've shown hundreds of businesses how to get started with social media, feel confident using it and hear how to use a range of platforms

But it wasn't always like that – I remember when I started my own business in 2010 what it felt like to be scared, worried and hoping social media would go away (it won't!) so my coaching and training style is friendly, approachable, jargon-free and above all about fun and enjoyment. There is no such thing as "a daft question" in my workshops!

So when you're ready to see how using social media will transform your business, contact me on **07921 859265** for a quick friendly chat about how coaching, mentoring and training will help you and your business succeed

## Like, connect and follow me:

Facebook:	Simpson Social
LinkedIn:	CatherineMSimpson
Twitter:	@SimpsonSocial
Pinterest:	SimpsonCM
Google+:	+Catherine Simpson
Instagram:	Socially Simpson