

Social Media Training: Complete and Hands-On (SOCMED, 2 jours)

Description

The course Social Media Training: Complete and Hands-on (Social Media Training) explores the practical use of several social media platforms to engage and motivate returning and prospective clients. The training discusses social media platform choices using criteria such as target demographics and known user profiles. This SETC class also discusses the setup of listening posts and teaches you concrete skills to write engaging content for all of the major social media platforms including Facebook, LinkedIn, Twitter and Instagram. The course also discusses the design and implementation of KPIs in order to monitor achievements and campaign goals.

Tarifs

- Tarification: \$1,500/person
- Rabais de 10% lorsque vous inscrivez 3 personnes.

Plan de cours

Introduction to Social Media

Where Social Media Fits in the Marketing Landscape

The Importance of Momentum and Mass Appeal

The Role of Blogs

Overview of Social Media Types

Exploring the Role of Facebook: Demographics and Use

Exploring the Role of Twitter: Demographics and Use

Exploring the Role of LinkedIn: Demographics and Use

Exploring the Role of Instagram: Demographics and Use

Identifying Appropriate Social Media: Tools and Properties

A Few Other Tools

Preparing for Use: Creation, Communications and Marketing

Best Practices in Social Media

Setting Realistic Goals

Creating Supporting Processes

Setting up Listening Posts: Understanding what is Being Said

Creating the Eco-System: Creating Accounts

Creating the Eco-System: Linking Accounts

Creating the Eco-System: Linking Web Properties

Designing and Implementing Content Creation Processes

Transitioning the Organization

The Art of Use

The Importance of Presence and Interaction

Setting Goals and Developing Strategies

Creating Communities and Spaces

Strategies for Increasing Presence

Strategies for Getting Attention

Using Interaction to Drive Social Media

The Social Media Plan

About Project Management in Social Media

Creating a Useful Business Case: Vision, Scope and the Target Objective

Performing Stakeholder Analysis and Gathering Requirements

Executing Effective Communication Management

The Essential Role of Change Management

The Essential Role of Risk Management

Creating a Project Plan: Critical Path and the WBS

Estimating Resources: Choosing People

Estimating Resources: Ensuring Adequate Funding

Plan Execution: Content Creation and Monitoring

Writing Skills for Social Media

Understanding Content Requirements for the various Platforms

Linking Content with Tagging and Other Strategies

Making Content Visible to Google: SEO Considerations

Introduction to Using Google Analytics for Performance Measurement

Making use of PPC in Content Marketing

Goal Management and ROI

Understanding Performance Indicators

Working with Critical Success Factors and Key Performance Indicators

Setting up Metrics in Social Media

Measuring Progress against Goals

Implementing the Continuous Improvement Lifecycle: Plan, Do, Check, Act

Closing Discussion

A comprehensive review of Social Media Implementation and Monitoring