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## Course Duration: One Day (can be held over 2 half days if required)

Social media should be an integral part of the marketing strategy for every business. Most companies today have a Twitter account and a Facebook page or LinkedIn profile but many don't know how it can help with their marketing and sales.

Social media can be used by businesses and brands for marketing, product development, customer services, and sales - if they know how to use it. This one day course will teach you how Facebook, Twitter and LinkedIn can be used to enhance your online presence and attract new visitors. You need no previous experience to attend this course.

### Social Media Principles

- Understanding the market today
- Reciprocity and sharing of information
- Conversations through social media - creating a dialogue
- Cultivating relationships through social media
- Importance of honesty and integrity
- Defining your social media marketing goals

### Audiences for Social Media

- Demographics and statistics for Twitter, LinkedIn, Facebook
- Which platforms are the right ones for your message
- Building your brand across different social media

### Social Media Marketing using Facebook

- Customising your Facebook Page to ensure that it is integrated into your overall marketing and sales plan
- Running promotions that comply with Facebook guidelines
- Promoting your events on Facebook
- Exploring new opportunities to promote your business through Facebook Places
- Exploring new opportunities to promote your business through the forthcoming Facebook Deals
- How to increase engagement, lead generation and sales through Facebook

### Social Media Marketing using Twitter

- Increasing awareness and visibility of your brand
- Building a strategic network of influencers
- Best practice for promoting your offers and increasing sales of your products and services

### Social Media Marketing using LinkedIn

- How to create a professional profile
- How can companies use LinkedIn to market themselves
- The etiquette of building your network online
- Using Groups to build your online visibility
- Developing your company profile on LinkedIn

### Listening to what your Target Audience is Saying about You

- The importance of customer feedback
- How to monitor your feedback - good and bad

# Social Media Marketing



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## Monitoring your Social Media Presence

- Basic analysis techniques and tools
- Interpreting the results
- Benchmarking practices

## Questions and Answers

**For more information, or to book your course, please call Sense IT on 0870 4296445  
Or visit our web site –[www.sensetraining.co.uk](http://www.sensetraining.co.uk)**