



Social Media Marketing and Professional Networking For Business

Purpose

To harness the true power of social media marketing and professional networking to grow your business. To effectively market your business in a way that increases your brand awareness and ultimately business profit.

Key Learning's & Objectives

- Learn the background to the ultimate power of Social Media.
- You will know how to save massively on the cost of marketing your business.
- You will learn how to attract a whole new market and new customer base.
- Become inspired from social media success case studies for businesses.

Facebook, Twitter & LinkedIn

- Learn how to set up a professional business account on Facebook, Twitter and LinkedIn..
- Learn how to connect all your social media accounts and efficiently manage updates including using mobile devices i.e. iPhone.
- Learn innovative and creative techniques to initiate and benefit from online word-of-mouth.

Professional Networking

- Learn to connect with relevant business professionals, groups and organizations and learn from them. It's not who you know, it's who knows you.
- Learn how to effectively manage and grow your network of contacts, prospects and customers
- Learn how to develop a winning social media marketing strategy and manage it in less than 30 minutes a day.

Timing, Structure & Materials

- One Full Day (10am-4pm) or two 3-hour evenings.
- Bring a laptop with wireless connection.
- Internet Access in Venue for all participants.

Additional Advanced Modules

- Blogging, Digital Product Creation (Audio, Video, E-Book), Search Engine Optimisation, Google Analytics.



TeamLife (086 8502159, Email: james@teamlifetraining.com)

Team Building Programmes: Staff Empowerment / Conflict Resolution / Coaching

Business Progression Specialists: Start-Ups / Business Owners / Executives, Teams

Experts in Personal & Professional Development: Group / One-on-One Coaching & Mentoring

Social Media Training (Facebook, Twitter, LinkedIn) and Digital Product Creation

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