

Advanced Guide to Social Media

One Day Course

Course Introduction

Do you want to grow and strengthen your brand's social media presence? This comprehensive course is designed to improve your understanding of social media and equip you with the tools to take your business to the next level. We'll demonstrate how you identify your target audience and engage with them via creative content to build and grow your social media presence on both Facebook and Twitter. You'll also learn how to best utilise the social media advertising channels including Facebook Ads to further promote your business. Knowing where your audience comes from and monitoring your social media activity is essential and this advanced social media course will show you how to use Google Analytics in order to measure your business' impact and activity. This course is run in association with SocialB, an award winning social media company.

Course Aim

This is an advanced social media course and attendees are expected to have a good working understanding of social media and the major social platforms, including Twitter and Facebook for business.

Course Outline

Course content

- Establishing a realistic social media strategy for your business
- Researching your audience - and your competition
- Developing creative marketing content and going viral
- Using paid advertising to reach a wider audience - including Facebook ads
- The latest Twitter features - including group direct messages
- An introduction to Google Analytics - and what can it do for your business
- How to measure website visits from your social media channels
- The basics of location and postcard targeting

What will I learn

- To open up your business to strategic ideas and show how and why you need a social media strategy in place.
- How to identify your target audience and engage with them via creative content to build and grow your social media presence on both Facebook and Twitter.
- How to identify where your audience that comes from with Google Analytics.
- How to measure your social media success and return on investment.

Related courses: Advanced Guide to Social Media; Search Engine Optimisation; Google Analytics; Google AdWords; How to Approach Customer Service on Social Media; Instagram & Pinterest For Business; Create Engaging Online Campaigns

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