



Social Media & Digital Marketing

This workshop reflects the very latest challenges and opportunities in Digital Marketing and Social Media. The aim of this workshop is to help Editors, Assistants and PRs build confidence in using the exciting array of digital marketing and social media tools from Facebook, LinkedIn and Twitter to websites, blogs and e-newsletters to help improve their customer and internal communication.

The workshop comprises of four modules: Planning, Optimising, Delivery, Improve.

Planning ensures that everything you do in your digital marketing and social media, contributes to your business objectives and reflects the amazing opportunities presented by digital marketing. We will cover setting a vision, finding and prioritising activities based on market trends, and how to create a powerful digital strategy.

Optimising is all about prioritisation. By optimising your digital activities, you ensure that everything makes a difference and you make efficient use of your time and resources. In this module we will cover defining the most important customer personas to target, how to choreograph an engaging and relevant customer journey for them and the Rule of Thirds for producing an exceptional content strategy.

Delivery module will focus on your website and how to bring it to life. We will consider the importance of blogging, vlogging and podcasting, customer optimisation and search engine optimisation. We'll investigate which social networks are most appropriate for your highest priority customer personas and how best to use them in a fully integrated customer experience. We will also explore campaigns, events and launches and how to become super-efficient by using dashboards and automation.

Improve is at the heart of all successful digital marketing and social networking. We will learn how to listen, share and innovate, not only using Google Analytics for your website but across all your social networking and beyond. The world's most successful digital marketers know that continuous improvement is at the heart of their success and we will emulate best practice in this vital fourth module of the day.

By the end of the workshop delegates will be able to:

- Plan and execute effective social media and digital marketing campaigns that contribute value to your business goals
- Understand how to use the power of audio, mobile, influencers, ethics and sustainability, and other key trends
- Recognise the stages of digital marketing development and resource implications
- Select the appropriate digital and social media tools to achieve their goals
- Understand how to harness the power of LinkedIn, Facebook, Twitter, Instagram, YouTube and iTunes
- Be more familiar with the digital marketing and social media vocabulary
- Create effective online content for social networking, blogs, newsletters and website

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1 Day

'Exceeded expectations –

Brilliant. Very practical. Insightful'

'Very good, comprehensive

And engaging'

'A very useful session - highlighted that planning is key to making sense of social media'

'This training made me feel excited and overwhelmed!'

'Fantastic trainer! Could not fault it!'

'Brilliant! Excellent trainer and materials and extremely well delivered. Tailored to my needs!'



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YOUR BEST BUSINESS DECISION

Workshop Style

This workshop includes a combination of teaching, interactive activities, individual exercises and discussions. Participants will benefit from facilitative style discussions with the trainer and participants will be encouraged to get involved and create their own customer persona profiles and customer journeys. They will also create the framework of a digital marketing strategy and a focused content plan, which will ensure that they know what they need to do from the moment they return to work.