

Course Syllabus



Social Media Strategy Course Syllabus

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Objectives

When you have completed the Social Media Strategy online course you will have identified how Social Media marketing fits into your current marketing, who your audience is on Social Media, what you want to achieve from Social Media and which Social Media tools will work for your business. You will consider what you are going to say on Social Media and who is going to use Social Media in your business. You will also think about how to measure return on the investment you put into Social Media. Outcomes from this course include your Social Media Policy and your Social Media Strategy with your action plan for your next steps. We also encourage you to start a content plan.

Object 1 – Setting the Scene

- What is Social Media?
- Why use Social Media?
- What worries you?
- What excites you?
- Taking a strategic approach
- Benefits of Social Media
- The Social Media Strategy Cycle
- The importance of listening

Object 2 - Review

- Current or traditional marketing methods
- Brands and values
- What does success mean?
- Types of marketing materials
- Current uses of Social Media in the business
- Action Points

Object 3 – Aims and Audience

- Reasons or aims for using Social Media for marketing
- The impact of the type and size of the business on the Social Media tools chosen
- Typical audience groups on Social Media
- Identifying the Social Media audience of the business
- The keywords of the business

Object 4 - Channels

- Blogs
- Newsletters
- Niche Tools (SnapChat, FourSquare, Digital Vouchers)
- LinkedIn / Twitter / Facebook
- Google My Business
- Videos & Podcasts
- Pinterest & Instagram
- Forums
- Social Bookmarking
- Digital Advertising
- Mobile Marketing

Object 5 - Content

- What is content?
- Content or relationship marketing
- Content ideas
- Content curation
- Creating a content plan
- Re-using content

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Object 6 - Resources

- What resources does the business need to carry out the Social Media?
- Outsourcing Social Media
- A Social Media Policy
- The risks of Social Media
- Identifying training needs
- How to manage a crisis on Social Media

Object 7 - Measure

- How to measure what you are doing on Social Media
- What constitutes success on Social Media?
- What success means for the business
- Tools to measure success
- Social Metrics Map

Object 8 - Putting it all Together

- Getting started with Social Media
- Creating a Social Media Strategy
- Do's and Don'ts on Social Media
- Starting Again

Summary:

Duration: Materials access for 12 months
17 hours of course content.

Price: £99 + VAT

Prerequisites: Broadband

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Strategy Course**



CPD Accredited Short Courses:

Our online courses walk you through how to use Social Media effectively to gain awareness, authority and interaction with your customers. Learn in your own environment, at your own pace.

- Highly interactive – video, scenarios, checklists & more
- Support by email and exclusive Facebook group
- 12 months access



Social Media Strategy for Business (17 hours)



Blogging for Business (19 hours)



Facebook for Business (15 hours)



Instagram for Business (11 hours)



Introduction to Search Engine Optimisation (6 hours)



LinkedIn for Business (11 hours)



Creating Images (10 hours)



Twitter for Business (13 hours)



Creating Video for Business (19 hours)



WordPress for Websites (21 hours)

Call us today on +44 (0)1865 522 658
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