



## Social Marketing

Welcome to the Social Marketing Training.

Social media has been present on the global stage for over a decade, and its impact on society at large is just as immense as its near-infinite reach. It has shrunk the world, connected once distant and independent entities that barely even knew that each other existed, and has created a powerful platform for anyone to reach the largest, most vast, and omnipresent audience mankind has ever seen in its history. It would then be wise to employ this powerful tool to sell and advertise your product. Social media and its usage is playing an increasingly large role in the world of business as it allows consumers to directly contact and interact with large corporations on a level unprecedented in the field of business, allow creative types to reach a global audience even with limited resources, allow companies to market their goods and services on a scale never before imagined. It is with these and more in mind that the training program was developed.

This session will help you and your business take hold of the different methods available for social marketing. We provide an up-to-date trainer as this area of expertise is ultimately changing daily. Learning from a Social marketing expert will help you and your team with confidence that you are also marketing correctly with the right methods.

## **Course Overview**

We develop the first part of the session getting to know participants and discussing what's going to occur during the workshop. Students will also have a chance to identify their personal learning goals.

### **This workshop will help you teach participants how to:**

- Familiarize the different social marketing tool
- Identify the pros and cons of different social media
- Be proficient with the use of social media
- Have an awareness on its uses
- Learn its tracking and measurement

## **Facebook**

To start, participants will get to know more about Facebook, the pros and cons, the likes and opinion, articles and links.

## **Youtube**

Next, participants will also learn the pros and cons of youtube, uses of channel, how to have a good content and voice.

## **Twitter**

This session helps participants to recognize the pros and cons of twitter, define the voice, and uses of tags and links.

## **LinkedIn**

Next, participants will learn the pros and cons of LinkedIn, how to optimize search in profile, and the uses of groups and links.

## **Google+**

This session we will know what are the pros and cons of Google+ and uses of organic search links.

## **Pinterest**

In this session, participants will be able to know more about Pinterest, its pros and cons, how to have a good post and conversation, and the uses of pins and boards.

## **Tumblr**

Here, participants will know the pros and cons of Tumblr, how to have a good post, and uses of links.

## **Flickr**

In this session, participants will know more about Flickr, its pros and cons and how to expand sharing made easy.

## **Snapchat**

Participants will know the use of Snapchat, its pros and cons, and identify its audience.

## **Instagram**

In this session, participants will learn the pros and cons of Instagram and the uses of hashtags.

## **Course Wrap-Up**

At the end of the day, participants will have a chance to ask questions and fill out an action plan.

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