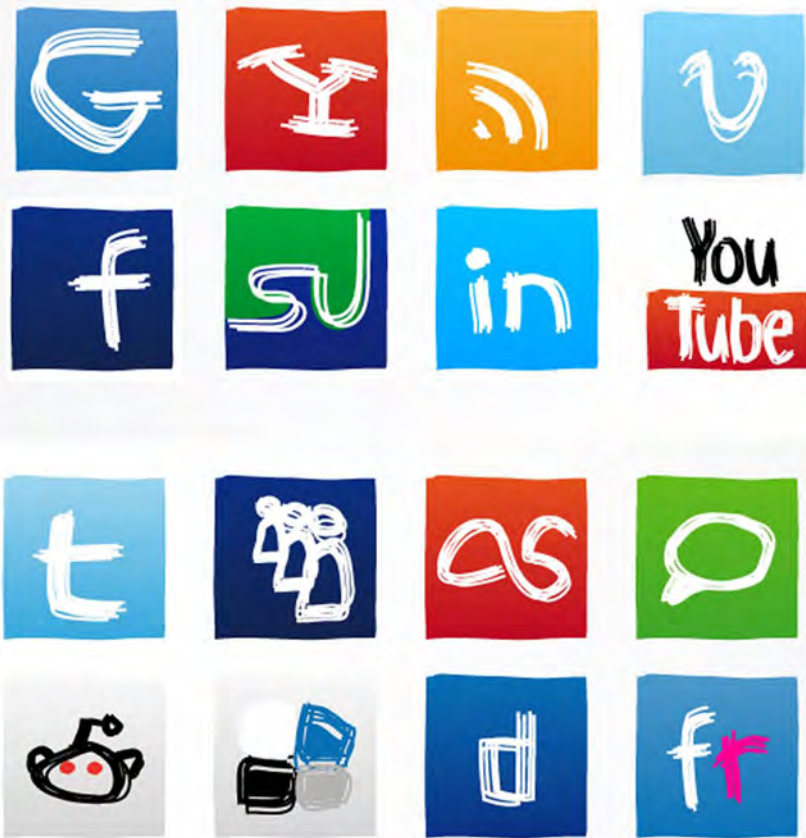


Social Media Marketing

AN ISM EXECUTIVE TRAINING COURSE



"Intensive, comprehensive and clear to understand"

Mahmoud Abdou, Saudi Diesel

By attending this course you will learn:

- Establish clear objectives for a social marketing strategy.
- Evaluate the countless opportunities and platforms.
- Use social marketing as an opportunity to have continuous, valuable exchanges with customers.
- Integrate social media into marketing programmes.



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Course content:

- Developing the foundation for a successful social marketing programme
- Researching your audience and how they engage across the social networks to understand the opportunities available for your brand
- Learning about competitors - how people talk about them, what they are saying and where they are saying it
- Developing strategies that provide the best opportunities for establishing a relationship with customers
- Ways to listen and learn from your customers online
- Identifying the best channels and approach for your brand
- Creating a social marketing architecture
- Developing the concept and choosing which voice(s) will best engage with the audience
- The key platforms – including Facebook, YouTube and Twitter et al
- Developing a promotional strategy to build awareness of your social marketing programmes
- Building and developing your social community and relationships
- Planning to avoid mishaps and spreading negativity
- Determining the measurements that will help evaluate or improve your programme

Introduction

The web has given customers a forum to voice their opinion on anything and everything from what they love to what they hate. This diversity of comment means that your products are being discussed right now and this is influencing customer perception and action.

A well-planned social marketing programme can change how you interact with your customers and the way customers perceive your brand.

Benefits for you as individual

This course will get you 'up-to-speed' with the latest in social media and will explain which matter and which are over-hyped as a marketing tool. It will also help you develop a plan, prioritising your different options and reviewing agency and toolkit suppliers to help with implementation.

Who this course is for

The course is for those who need to know more about social media and social networking so they can assess its relevance, plan an approach or implement social media.

Training Methods

The programme will be designed to enhance learning through group and individual cases and exercises. There are a number of opportunities to practice techniques and evaluate skill levels. In addition the course leader's specialist knowledge and guidance are available in all sessions.

The programme will be supported with complete sets of workbooks, handouts and post course references.



“The web has given customers a forum to voice their opinion on anything and everything from what they love to what they hate. This diversity of comment means that your products are being discussed right now and this is influencing customer perception and action.”

Course Leader: Bill Levell

Bill Levell is a principal consultant at the Chartered Institute of Marketing (the world's largest professional body for marketers) where he specializes in Marketing, Sales, and Business Strategy. He is the longest serving Faculty Director having been there for over 30 years.

His personal clients include Citibank, British Airways, Siemens and the UK Government who regard him as a vital channel in the development of their business strategy and practical implementation of their marketing and sales plans.

Bill's own corporate career began in front line sales and grew to take senior appointments at Management and Board level both as Marketing Director and then Managing Director of a UK listed £350m turnover company.

His reputation is founded on a combination of very practical experience (spanning many markets and industries) and the ability to think outside of current business boundaries. He regularly assists with the development of creative opportunities for businesses and is regarded as an important catalyst in strategic management thinking. He is well known for his design and implementation of process consultancy and training programmes, which are both highly practical and stimulating. His wide experience and ability to relate to many situations across a range of markets make his contributions invaluable and easily assimilated.

Bill is passionate about training and his knowledge, experience, creativity and sense of fun combined with his highly interactive and participative style of delivery and facilitation are consistently appreciated as an opportunity to unlock the potential of the delegates who attend his courses.



“Clients regard him as a visionary thinker!”



COURSE REGISTRATION FORM

Social Media & Digital Marketing



ISM

Institute of Sales & Marketing

Telephone: + 971 4 457 3814, Facsimile: + 971 4 457 3999 Email: info@ismdubai.com

1 CHOOSE YOUR PACKAGE

- PLATINUM PACKAGE** Send 4 delegates 20% discount or 5th seat FREE!
- 3 Delegates (receive a 10% discount) 6120 Dhs per person
- 2 Delegates (receive a 5% discount) 6460 Dhs per person
- Please book 1 Delegate 6800 Dhs

"ISM COURSES ARE ALWAYS GREAT VALUE FOR MONEY"
Steven Brown, CEO, iSegway

Registration fees include expert tuition, comprehensive course documentation, workshop materials lunch & refreshments and your official ISM framed Certificate documentation, workshop materials lunch & refreshments and your official ISM framed Certificate

2 ATTENDEE DETAILS - Please complete in block capitals

	Full Name	Job Title	Tel (inc. country code)	Email
1				
2				
3				
4				
5				

3 COMPANY DETAILS - Please complete in block capitals

Organisation name: _____ Industry _____
 Address: _____ Postcode: _____
 Country: _____ Tel: _____ Fax: _____ Email _____

4 APPROVING MANAGER SIGNATURE - To process the booking this needs to be completed in full

NB. Signatory must be authorised to sign on behalf of contracting organisation

Name: _____ Job Title: _____
 Email: _____ Industry: _____
 Address: _____
 P.O Box: _____ Country: _____ Tel: _____ Fax: _____

Authorising Signature* (Mandatory): _____

By signing this form I have read and agreed to ISM's terms and conditions listed below

5 INVOICE CONTACT AND PAYMENT

NB. Payment is required BEFORE the course date. Course details will be sent to you once payments are received.

Contact person for invoicing: _____
 Tel: _____ Fax: _____
 Email: _____
 Address: _____

Please Fax back the completed Form to + 971 4 457 3999
 We will send you confirmation of your booking and further details.
 Thankyou.

Enquiry form for related courses

Fax to: + 971 4 457 3999

Please send me details of 2012 training calendar

- Social Media & Digital Marketing 13th & 14th May 2012
- Finance for Non Financial Managers 15th, 16th 17th May 2012
- Marketing Masterclass 20th, 21st & 22nd May 2012
- Presentation Skills 23rd & 24th May 2012
- Professional Selling Skills 27th, 28th & 29th May 2012

Name: _____
 Job title: _____
 Company Name: _____
 PO Box No: _____
 Address: _____
 Tel No: _____ Fax: _____

TERMS & CONDITIONS

ISM reserves the right to change dates, venues, topics and trainers due to unavoidable circumstances.

Cancellation: If you cannot attend personally, a substitute delegate is welcome to join this course in your place - for no extra charge. Should you (or a substitute) be unable to attend, we will promptly refund your fee less a service charge of 10%. As spaces are strictly limited, we regret that registration received less than 30 days before the start date of the course may incur a late booking surcharge of Aed 150

Condition: You must inform us in writing 30 days or more before the start date of this course. No refunds are possible for cancellations received less than 30 days, before this course. Instead you will be issued with a 50% Discount Training Voucher, which entitles you (or a nominated colleague) to attend a public course arranged by ISM.