



ISM
ISM TRAINING

Social Media Marketing

An **intensive** and highly practical 2
day training course

"I really enjoyed the training, Wayne is a great speaker! He provided useful tools and highlighted the latest digital trends."

Sareena Bains



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About ISM

ISM Training provides the most comprehensive range of learning and development solutions to meet the needs of individuals and companies. ISM helps clients achieve significant behaviour changes leading to productivity and increased competitive advantage in today's increasingly complex markets.

Introduction

Ninety two percent of Marketers indicate that social media is important for their business (Social Media Examiner). Social media marketing challenges and disrupts traditional marketing. It is part of our everyday lives. When you leave the house you now take a smart phone, car keys and money. Mobile technology has opened the world of social media to a huge global audience and potential customers.

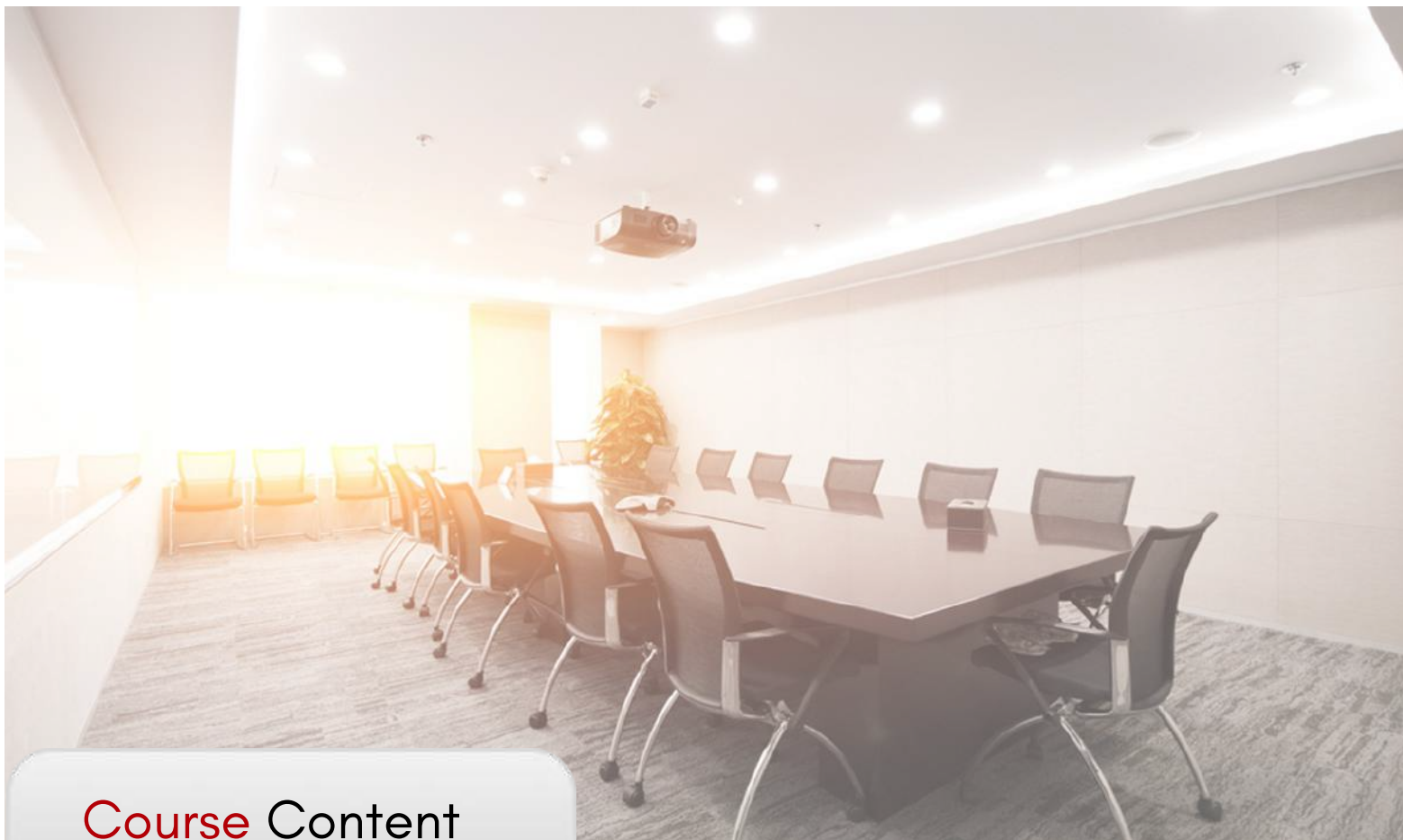
Course Outcomes

This 2 day fun, practical and interactive workshop is designed to give businesses the skills and tools to effectively use Social Media within their business. It focuses on developing key skills & techniques in Social Media Marketing and why in 2018 your business needs to be utilising Social Media Channels to drive users engagement and sales.

Throughout the 2 days delegates will have the opportunity to engage practically and apply what they are learning.

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Course Content

- Understand where there are new opportunities using Social Media, for business
- Determine your social media goals and develop a strategy to reach them
- Develop a strategy that makes the most of creation and curation across your social media channels.
- What Makes a Good Social Media Campaign - 5 Steps to create your next campaign & the successful ingredients needed
- Social Media Idea Generation - Explore how to create engaging social media content
- Measuring success - Social Media Analytics
- Best practices for using Facebook, Instagram, Twitter, Snapchat & WhatsApp for your Business.
- Case Studies From Successful Social Media Campaigns
- The Social Media Tool Box - The most effective free and paid tools which you need to be using
- Techniques on increasing your reach and Engagement
- Social Media Advertising - how to get the best out value out of what you spend
- How Social Media can impact your Businesses Online Reputation

"Social Media with Wayne was on another level - highly recommend!!!"

Jamie Arthur

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Who should attend?

The program is specifically designed for business owners, marketing and communication executives and managers who want to get more practical experience in using Social Media Marketing tools and techniques.

Training Methods

By all means, bring your pencil case, and yes, there will be handouts, but there will be a lot more discourse, debate, improvisation, role play, technology, practice and group dynamics. The training will be conducted in a friendly, fun atmosphere, which not only allows for different learning styles, but respects each delegate as an individual and ensures each one is challenged and derives maximum benefit from the course. Our aim is that you will be highly stimulated and encouraged to rethink.

Contact Us

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