Social Media

Course Information

Description: This instructor lead hands on course aims to use different social media tools such as facebook, twitter, linkedin which will help individuals and businesses to grow their business.

Outcomes: Participants will learn:

- Social media strategy
- Online Content Marketing
- Mobile social media
- Social media campaigns
- RSS feeds
- Turning likes in to business
- Facebook management tools
- Cyber Laws
- Social media for businesses
- Using Twitter, LinkedIn and Facebook
- Enhancing your online and offline branding reputation
- Website optimisation
- Search engine optimisation
- Google ad words and analytics
- Website enhancements
- Online searching
- Online monitoring
- Online reviews
- Using YouTube
- Increasing sales using e-Commerce
- Basics of content management systems (CMS) and a Workshop on the last day

Target Audience: Marketing professionals, communication professionals, executives, consultants and individuals who wants to know about the social media marketing techniques.

Prerequisites: No prior social media experience is required. However strong enthusiasm and critical thinking is required.

Approximate Duration: Three Days

Cost: AU $2,000.00 only

Course Material: The course material will be provided.