

DIGITAL MARKETING

Course Content

Topics Covered in the Workshop:

Session 1: Social Media

- Social media overview + trends
- Why care about Social Media?
- Social media strategy
- Social media best practices
- Community management (responding to comments, driving engagement)
- Instagram
 - Demystifying Community Building on Instagram
 - Creating a Instagram Marketing Strategy
 - Live Facebook Community Building & Instagram Advertising
- Twitter
 - Twitter: The Jewel in the Social Media Crown
 - Creating a Twitter Marketing Strategy
- LinkedIn
 - Leveraging LinkedIn for B2B Lead Generation & Personal Branding

Session 2 : Social Media

- Blogging
- Instagram
- Video & visual marketing (YouTube)
- Emerging social networks (Snapchat, Periscope, Slideshare, Tumblr and more)
- Efficiency and effectiveness (tools, workflows)
- Measuring social media and ROI (return on investment)
- Planning & Creating a Multi-channel Social Media Strategy
- Getting started successfully