

## SOCIAL MEDIA MARKETING

### IN THIS SEMINAR, YOU WILL:

- Learn the purpose of specific social networks
- Learn the do's and don'ts of appropriate content for each social network
- Set up the appropriate posting frequency of posts for your social networks
- Identify the business benefit of each social network
- Develop a social media policy for your company
- Analyze how your social media activity is working
- Understand Content Marketing is and why it is important
- Create a content marketing strategy including keywords and hashtags
- Edit content to repurpose for different platforms
- Plan for frequency of posts with an editorial calendar
- Prioritize your efforts to get the most value for your time
- Apply the time-saving tips, techniques and apps that will help your content
- Understand curated content, where and how to use it
- Learn to turn questions into high-open subject lines
- Observe tips on using graphics, pictures, and videos
- Practice re-purposing content across multiple platforms

Social media is about keeping your target market aware of your presence. Learn how to craft compelling social media strategies without spamming or annoying your potential clients. Elevate BDGs **Social Media Marketing** seminar will show you the value of using social media to reach your target audience – plus how it can drive repeat business from your current customers, and how it can lead to new opportunities and more revenue! Participants will learn how to identify wants, express benefits, and engage the audience in content they want to experience. You will explore popular social media networks of Facebook®, Twitter®, LinkedIn®, Pinterest®, YouTube® and/or Instagram® and why and how they can work in generating more revenue for your business. You will look at what comes next: what kinds of engaging, share-worthy content to post to social media, how to get started, and how to use a content calendar to plan your social media posts.

### 9 TIPS TO INCREASE YOUR SOCIAL MEDIA FOOTPRINT

1. Create a social media plan for each channel
2. Be consistent
3. Be selective
4. Post images & videos
5. Test campaigns
6. Pay to play
7. Build a community
8. Interact with community
9. Watch competitors



# What's in it for me?



## INCREASED EMPLOYEE RETENTION

Develop leaders within your company & develop the mindset that everyone is accountable for the company's success. This will not only keep your employees accountable, but also improves performance & office morale.



## SAVES MONEY

Spend less time dealing with problems & fixing mistakes and more time completing projects and building your bottom line!



## SAVES TIME

- ✓ Encourages creativity & Innovation to streamline processes
- ✓ Improves leadership performance to implement change quickly
- ✓ Helps leaders deliver a consistent message across departments
- ✓ Better communication = less confusion = less time spent in meetings

# Who should attend?

Elevate BDG's Social Media Marketing series is designed for anyone looking to increase their knowledge about social media marketing & content marketing, especially entrepreneurs and digital or traditional marketers.

# Course Agenda

## Module 1:

### Different Social Media Outlets & Business Uses

- LinkedIn
- Facebook
- Twitter
- Instagram
- Tumblr
- YouTube
- Pinterest
- Reddit
- What works for you?
- The DO's and DON'Ts
- Frequency
- Making the most of your time

## Module 2:

### Optimizing Search in Profile

- Search Engine Optimization
- Organic Keywords vs. stuffing keywords
- Hashtags

## Module 3:

### Content and Voice

- Company Social Media Policy
- Keys to Great Content
- Appealing target market & branding
- Providing value
- Establishing your voice

## Module 4:

### Links

- Shared posts
- Back links to website
- Give credit where credit is due

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### This seminar includes the following materials & resources

"Social Media Marketing" includes a Behavior & Motivators Assessment, a reference guide, flash cards, videos and a 90 min virtual debrief.

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## Bring this training to your **organization.**

Try private, on-site team training. Bring this topic, or any of our 200+ topics, to your location with customized training. Our programs are tailored to your organization's specifications and needs. Let us determine the best course of action to enhance your workforce at all levels. Elevate BDG also provides a host of coaching, mentoring, data analysis, and consulting options.



# The Elevate Difference...



## **An interactive, fun & hands-on experience!**

This course is taught through video, group discussion, skill practice and real life application to make the course both entertaining & engaging!



## **Gain a deeper understanding of self!**

Prior to attending this seminar, your employees will be guided through an on-line assessment and work with a Solutions Specialist so your company can recognize & understand your most important resource within your company - **YOUR PEOPLE.**



## **Customized Courses**

At Elevate, we stray away from a one-size-fits-all training process and develop a customized strategy that aligns to the vision + mission of your company. Choose from any of our 200+ topics to develop a program unique to your business needs.



## **Continue learning with micro-learning courses!**

The learning doesn't stop once the seminar is through when you work with Elevate BDG! Fulfill all your learning needs with fun & informative 3-5 minute micro-learning courses that will encourage a pattern of continual learning and immediate behavior change throughout your organization.



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