



COURSE CODE: S14112

CREATING A SOCIAL MEDIA STRATEGY FOR YOUR BUSINESS

TRAINING OUTLINE

This workshop introduces participants whose businesses are at the pre start-up phase or early stages of development to the effective use of social media platforms in their enterprises.

By the end of the training participants will :

- Explain the differences and use of Facebook, YouTube, Twitter, LinkedIn, Instagram, Blogs in a business
- Understand how to craft a social media strategy for a business step-by-step
- Be able to identify ways to use social media channels to develop customer loyalty
- Identify some of the reasons contributing to success and failure in social media marketing campaigns
- Identify relevant key performance indicators to measure social media strategy results

TRAINING OVERVIEW

Delivery Mode: Workshop

Contact Hours: 6

Completion Certificate: No

PARTICIPANT PROFILE

This workshop is suitable for managers and leaders in SME and Micro Enterprises.

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