

# Social Media Marketing Magic

*Learn how to use social media to maximise your opportunities for branding, influence, and sales.*

## Quick Summary

Presented by Niche Training

For Whom	When	Where	What you get	Why	How Much
<ul style="list-style-type: none"> <li>• <i>Beginners to social media</i></li> <li>• <i>Executives wanting to explore the value</i></li> <li>• <i>Marketing and Sales personnel</i></li> </ul>	<p><b>Durban</b></p> <ul style="list-style-type: none"> <li>• 18 June</li> <li>• 15 August</li> <li>• 17 October</li> </ul> <p><b>Randburg</b></p> <ul style="list-style-type: none"> <li>• 13 June</li> <li>• 14 August</li> <li>• 23 October</li> </ul> <p><b>Cape Town</b></p> <ul style="list-style-type: none"> <li>• 10 June</li> <li>• 20 August</li> <li>• 29 October</li> </ul>	<ul style="list-style-type: none"> <li>• Mandalay - Durban North</li> <li>• Oaklands Inn - Randburg</li> <li>• Highlands Country House - Cape Town</li> <li>• In house courses available</li> </ul>	<ul style="list-style-type: none"> <li>• <i>A comprehensive workbook</i></li> <li>• <i>Folder</i></li> <li>• <i>An electronic editorial calendar</i></li> <li>• <i>A CD with additional information</i></li> <li>• <i>Course attendance certificate</i></li> <li>• <i>Lunch + refreshments</i></li> </ul>	<p><i>Because social media has become a ubiquitous medium in our culture, and we need to work out how to align our businesses correctly to maximise the benefits and minimise potential problems.</i></p>	<ul style="list-style-type: none"> <li>• <i>R2,450 per delegate</i></li> <li>• <i>10% discount on 3 or more delegates from one company.</i></li> <li>• <i>R14,000 in house + travel</i></li> </ul>



## Course Outline

## We will cover

### Goals and strategies

1. Clarifying your online purpose and goals
2. Determining which tools are effective
3. Planning an integrated online marketing strategy

### The Tools and resources

1. Understanding the jargon: SEO, SMO, ORM, RSS etc
2. Considering the tools, eg Facebook, LinkedIn, Twitter, Blogging, Pinterest, etc
3. Exploring additional media such as YouTube and Podcasts
4. Other tools, such as Google (Plus, Alerts), Ad Words (Google and Facebook) and dashboards
5. Introduction to online – Webstores and Affiliate marketing
6. Using an Editorial Calendar to plan your messaging



### We also investigate

1. How to use the virtual real estate of your website and social sites, most effectively
2. Creating dialogue with contacts – whether clients, leads or colleagues
3. Using social media for research, learning and development, customer care
4. How to re-imagine content for the different media
5. Extending into mobile.

6. How to use press releases in your social media, whether or not they have been used in the press

## The Presenter

Charlotte Kemp is an avid social media fan, and has presented numerous talks and training sessions on various elements of social media. She has presented to delegates in companies such as Sanlam, Old Mutual, Celestis, Telkom, CSIR and Nedbank. She owns **Niche Training** and in association with Social Media Solutions, has worked on numerous social media accounts for clients in the fields of finance, retail, B2B, marketing, non-profit, accommodation and small owner-operated businesses.

## For more info...

For more information and to book, please contact Jacques de Villiers on 082 906 3693 or email [jacques@jacquesdevilliers.com](mailto:jacques@jacquesdevilliers.com).