

Social Media Marketing Boot Camp

Participant comments include:

**'Really helpful! Came away with a really clear and effective social media plan'
'I've been to previous workshops run by others; this is by far the best'**

Take your social media activity from ad-hoc to strategy with our hands-on Boot Camp!

The challenge: decide which social media platforms you should be on, learn how to make it happen, develop a social media strategy, measure its value to the business. Recognise this? It's what we've devised this course to address. And we've called it a Boot Camp because you'll get stuck in exploring social accounts and campaign planning on the day.

Includes:

- Finding your audiences, joining conversations, choosing the right channels
- What works on Facebook, Twitter, LinkedIn, blogs and YouTube
- Getting the most from your social accounts, establishing voices and appropriate content
- What about Pinterest, Tumblr, Instagram and Google+?
- Campaign planning and action plans, with plenty of case examples
- Practical checklists for making each platform work for you
- Prioritising, reality checks and time-saving tools
- Measuring the impact (and the commercial value) of social media campaigns.

The course is a perfect tonic to help you cut through the chatter and get the hype back into perspective.

Course tutor:

Paul Crabtree is a Director of Velo, a London-based digital marketing communications agency.

What's the day like?

Good fun. Practical guidance without the hype delivered by a tutor who knows publishing.

Who should attend?

Anyone wanting guidance in devising a social media marketing strategy and support in making it happen, or simply to take their existing campaigns to the next level.

CHECK UPCOMING DATES NOW AT www.marketability.info/socialmedia

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