

SOCIAL MEDIA MARKETING

SEGMENT – SALES & MARKETING



Module 1: Audit Social Media & Set Goals

Module 2: Create Social media Marketing Strategy

Module 3: Social Media Listening & Crisis Management

Module 4: Content Marketing Strategy

Module 5: Define Your Social media Communications Strategy

Module 6: How To Manage The Main Social Networks

Module 7: Social Media Optimisation (SMO)

Overview

The ability to use social media to regularly engage people, build an audience and express your personality is becoming an essential digital skill for everyone. It can help you find a job because it shows businesses and organizations a window into your personality, interests and how savvy you are with new social technologies.

The demand for people with "social media marketing" skills has risen 47% in the past year and is projected to continue growing at a fast clip as more business move marketing spending from paid advertising into content marketing and social media engagement.

This course will provide you with a strategic approach to planning your social media marketing strategy and also the tactics to manage your campaigns to fully optimize the results.

Get In Touch!

(03) - 5621 3630
info@comfori.com
www.comfori.com

Objectives

- how to take a more strategic approach to plan using a social media marketing strategy
- how to manage social listening and deal with social media crisis
- how to manage communications through social media focusing on the social media networks
- how to measure social media marketing to review and improve its effectiveness
- how to manage your company's presence on the main social networks