

COURSE CONTENT OVERVIEW

Social Media Marketing



The Social Media Marketing course has been designed for businesses who are looking to establish, or improve, their online marketing presence on social media networks. The course can be beneficial for any type and any size of business. The course will also be beneficial for anyone who would like to learn more about social media marketing, and the ways to generate a good online presence, generally.

This course will develop an awareness of social media platforms and uses generally, before offering a detailed explanation about how these platforms can be used for marketing purposes. It explains the benefits of using social media for marketing, how to market on social media, and what you should include. The course also details what you must include on your social media pages, such as privacy policies, to ensure you are adhering to advertising standards.

Module One: What Is Social Media Marketing?

This module offers an introduction to the course and what social media marketing is. It then explains the benefits that social media marketing can have on your business.

- What is social media marketing?
- Social media platforms
- What are the main benefits of social media marketing?
- Social media marketing and web traffic
- Social media marketing and customers
- Social media marketing and brand image
- Social media marketing and Return on Investment (ROI)

Module Two: Social Media Platforms

This module details the different types of social media platform. It outlines how to create effective landing pages, how to establish a successful email campaign, and some dos and don'ts of social media behaviour.

- Types of social media platform
- How to create effective landing pages
- Following competitors
- Dos and don'ts of corporate Twitter
- Dos and don'ts of corporate Facebook
- Dos and don'ts of corporate blogging
- Social media dos and don'ts
- Successful email campaigns

Module Three: How to Create a Social Media Marketing Strategy

This module explains how to create a social media marketing strategy, in order for your marketing attempts to be successful.

- What is a social media marketing strategy?
- Why is a social media marketing strategy important?
- How to design a social media marketing strategy

Module Four: Personal Branding for Businesses

This module outlines personal branding and the importance of personal branding for businesses. It also explains what you should share to best benefit your brand.

- What is personal branding?
- Why is creating a strong personal brand important?
- How to create a strong personal brand
- Personal branding pitfalls
- Your personal branding goals
- Auditing your online presence
- What should you share?

Module Five: Customer Service and Social Media

This module explains how to provide good customer service on social media. It offers some illustrative examples and outlines the ways you should and shouldn't respond to an array of interactions. It also offers a list of the benefits that good customer service can bring to a business.

- Making yourself easy to contact
- Social customer support
- Making it easy to connect
- The importance of customer service
- Dealing with customer interaction on social media
- Examples of customer interactions
- Complaint prioritisation

Module Six: Social Media Marketing and Advertising Standards

This module ensures that you understand the legalities of social media marketing. It also explains some of the risks of using social media.

- Advertising codes
- Privacy policies
- Disclaimers
- Terms and conditions
- The risks of using social media

Aims of the training

By completing this course, you will:

- Develop an understanding of why social media marketing can be beneficial to a business.
- Understand how to create a social media marketing strategy and implement it.
- Understand the importance of Personal Branding.
- Be aware of the various social media platforms that a business can use to gain exposure.
- Be aware of the common mistakes that businesses make when undertaking social media marketing.
- Understand the importance of privacy policies, disclaimers, and terms and conditions.