SOCIAL MEDIA MARKETING

Duration: 1 Day **Venue:** Cardiff

Book Today

Learn how to use Social Media to promote your business

Overview

As a business, you have probably been told that you could be using Social Media tools such as Facebook, Twitter, Blogging, LinkedIn and YouTube for marketing, but perhaps do not know how to go about settings these tools up, and using them in the best ways.

This course will show how to go from registering accounts to communicating with customers using the most appropriate social media tools available.

Who should attend

Individuals or companies who would like to learn more about marketing, promotion and development of business using Social Media, but perhaps have no idea how to go about it, and want to learn best practice for working with the tools.

Content

- Introduction to Social Media Marketing tools
- Identifying which tools are suitable for you and your business
- Setting up social media accounts and pages including, LinkedIn, Facebook, Twitter, Blogs and YouTube
- How to communicate with customers using these tools
- Linking the social media accounts together
- Taking it further with online ads and web marketing.

What's Next

- Local Search Marketing
- Basic Selling Skills

Book Now

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