

Digital Marketing

Topics Covered in the workshop :

Session 1: Social Media

- Social media overview + trends
- Why care about Social Media?
- Social media strategy
- Social media best practices
- Community management (responding to comments, driving engagement)
- Facebook
 - Demystifying Community Building on Facebook
 - Creating Facebook Marketing Strategy
 - Live Facebook Community Building & Facebook Advertising
- Twitter
 - Twitter: The Jewel in the Social Media Crown
 - Creating Twitter Marketing Strategy
- LinkedIn
 - Leveraging LinkedIn for B2B Lead Generation & Personal Branding
- Pinterest

Session 2 : Social Media

- Blogging
- Instagram
- Video & visual marketing (YouTube)
- Emerging social networks (Snapchat, Periscope, Slideshare, Tumblr and more)
- Efficiency and effectiveness (tools, workflows)
- Measuring social media and ROI (return on investment)
- Planning & Creating Multi-channel Social Media Strategy
- Getting started successfully

Session 3: SEO

- Discover how to determine exactly what your ideal buying audience is searching for, instead of guessing or shooting in the dark
- Step-by-step guidance on how to create content and in what order
- Learn unique ways to make dramatic improvements to your-click-through ratios to beat the other guys – even if you're not #1
- Keyword forensics will explore the hidden evidence of your buying audiences search behavior very quickly
- How to compel visitors to take action and respond
- Take the guesswork out of internet marketing