

Social Media Certification

Course Type

Online

Course Duration

20-30 Hours Online

Content provided by

MarketMotive

Course Overview

This course will teach you everything you need to know to form meaningful connections with your customers using social media. Learn the do's and don'ts of social media marketing and the tactics needed to succeed. You'll construct a unique social media strategy that suits your business and allows your prospects to interact with you on Facebook, Twitter, YouTube and more. By taking two days to master these applications, you'll stay ahead of your competition in the social media learning curve.

Topics

- Build the social media business case
- Fuel the social media engine with marketing content
- Extend your marketing reach with social media channel distribution
- Developing a social media marketing strategy to maximize consumer engagement
- Create a social media marketing content strategy
- Integrating social media into your overall business plan

Course Outline

Introduction to Social Media

- What is social media?
- Examples of popular web 2.0 and social media websites/tools
- What are the benefits of social media for marketing websites?
- Social media gone good and gone wrong

QuickStart to Business Blogging and RSS

- Why blog?
- Blogging and RSS basics, examples
- Blogging software and tools
- Blog usability
- Blogging and interaction: comments, trackbacks and linking
- Content sourcing and logistics

Marketing Socially: Creating and Promoting Blog Content

- Introduction to Microblogging
- Practical applications for Twitter, FriendFeed and Plurk
- Social Bookmarking tools
- Introduction to Wikipedia, Google Knol and custom Wikis
- Practical microblogging, bookmarking and Wiki examples

Social Media Strategy Workshop

- Basics of blog and RSS analytics
- Online brand monitoring and reputation management
- Tools for monitoring, measurement and analysis
- Dealing with dissenters and evangelists

Step Up to Social Networking

- Introduction to social networks, trends and future
- Explore MySpace, Facebook and LinkedIn
- Guidelines for leveraging social networks for customer engagement
- Practical marketing examples of successful social networking

Videos and Podcasts and Images Oh My!

- Introduction to online video, video sharing sites and tools
- Introduction to podcasts, aggregation sites and tools
- Introduction to image sharing: Flickr
- Practical examples of using video, podcasts and/or social image sharing

Social Roundup: Microblogging, Social Bookmarking and Wikis

- Introduction to Microblogging
- Practical applications for Twitter, FriendFeed and Plurk
- Social Bookmarking tools
- Introduction to Wikipedia, Google Knol and custom Wikis
- Practical microblogging, bookmarking and Wiki examples

Social ROI: Measuring Blogs and the Social Web

- Strategy
- Objectives
- Tactics/tools

Outline is subject to change.

Registration Rates

DMA member \$1,399
Non-member \$1,699

Instructors

Matt Bailey

President, SiteLogic

Matt Bailey is president and founder of SiteLogic, an Internet marketing training and consulting company. Prior to founding SiteLogic, Matt built web marketing departments at two agencies. He has been teaching web marketing to businesses since 1998, and has consulted with some of the biggest brands in the world. Speaking at seminars and workshops internationally, Matt is known for his clear teaching style, enabling people to understand complex technical information and apply it to their websites.