

Social Media Marketing

Course Type

Online

Duration

90 Minutes

Module Overview

Social media is an up-and-coming channel in direct marketing. Learn how to create and profit from blogs, microblogs, podcasts, social bookmarking, online videos, and photos. Develop your own social media strategy for Facebook, Twitter, YouTube, and more. You'll come away knowing how to develop an integrated social media marketing strategy with reasonable goals and expectations.

Module Objectives

- Understand what social media is and where it's heading
- Learn why social media is important
- Show reasons to get involved
- Explain how to get started
- Assist with setting goals and expectations
- Introduce tips on what's next

Module Outline

Social Media Overview

- Define social media
- A look at the social media landscape
- 6 reasons to get involved
 - "Control" or impact the message
 - Provide customer service
 - Encourage loyalty
 - Personalize your brand-show personality
 - Show your authority or expertise
 - Impact sales
 - Learn about your customer
- The future of social media

Getting Started: Listening and Planning

- Social media and listening
- Monitoring tools
- Developing a social media plan
 - Choose the right network(s)
 - Develop your brand's voice
 - Create a content plan
 - Integrate with the marketing mix
 - Plan for staffing and budget
 - Get internal buy-in and manage expectations
 - Consider legal & PR

Goals, Metrics, & Spreading the Word

- Setting goals and metrics
 - Drive awareness
 - Generate sales/sales leads
 - Measure the effectiveness of other ads
 - Drive consumer loyalty
- What's being measured? Comparing and reporting on it
- Driving traffic to your social network
 - Ads
 - Influencer outreach
 - Sweeps and contests

I'm Involved in Social Media, Now What?

- Social media next steps
 - Listen, absorb, repeat
 - Audit your competitors
 - Keep up with trends
 - Identify and work with brand passionistas
 - Work with brand passionistas
- Is there such a thing as failure?

Registration Rates

DMA member \$189

Non-member \$219

Instructor

Sloane Kelley

BFG Communications

Co-Founder, Geekend

As Interactive Strategy Director for BFG Communications, Ms. Kelley focuses on developing social media and digital strategies for a variety of brands including Coca-Cola and Moët-Hennessy. Sloane's specialty is anticipating trends in the ever-changing digital space and bringing content to life in creative ways. Sloane is the founder of the Savannah chapter of Social Media Club and a co-founder of Geekend, an annual interactive conference and DMA event partner.