



Social Media Agenda

What are your goals? Which social media platforms do you want to use, which content do you want to share, am I doing this to grow my reach or do I want a conversion? What type of content will attract your target audience best, where are they in the sales funnel – awareness, decision, buyer - ? Images, videos, or links? ... I know, who knew there was so much to think about before you hit “post”.

In this module we will cover everything from the anatomy of a post to how to execute a successful social media marketing campaign.

Touch on all the different Social media platforms

Facebook, Instagram, Twitter, Pinterest, Tik Tok, Messenger, What’s ap, LinkedIn,

How to execute a campaign – importance of tracking – using Google Analytics because you can add in does the platform lead to a sale

What is social media referencng and how does it help SEO

Pixel – what is it, how do you install it and how do we use it

How to use it to communicate with your customers and why

To Discuss

What people get wrong is that they think Social Media is for selling instead being for relationship-building.

The purpose of social campaigning is pretty straightforward: that is, to provide users a platform to connect with others. Of the various types of social media, networking sites such as Facebook, Twitter and LinkedIn represent the bread and butter of modern marketers.

1. Post, share and respond to each other’s content. From blog posts to infographics and beyond, just about any form of content is welcome
2. Directly connect with others. Whether as friends or fans, an engaged social following signals clout for marketers and brands alike
3. Not only do you have a network, but every person in your network has a network of its own
4. Grow a following !!