

Suggested Programme

Digital Marketing Strategy Challenger Workshop

This is a live online training course delivered over 4 x 2 hour sessions

Ideal for national and international organisations this workshop isn't about how to use digital channels, but how businesses can use these channels to generate more business through focusing on their customer's wants and needs.

This online fully interactive workshop is for organisations who are using digital channels but not seeing their desired outcomes from their outputs.

Course Programme:

Digital Strategy Success

- Rewinding back – the most important place to start your digital strategy
- Understanding your audience
- Wearing the shoes of your audience
- Understanding their journey and the opportunities you have to jump on with added value

Hands On: The SocialB Strategy

- Work with our trainer through our tried and tested strategy document and how you can create a reliable yet flexible winning strategy applied to your organisation

The Customer Journey

- What is the customer journey and why businesses are missing 90% of it
- Know who your audience is and how to target them at the right time with the right message
- Hurdles you should look out for
- Understanding your customer better to make more money

Hands On: Mapping Your Customer & Their Journey

- Who do you think your ideal customers are, where are they, what are their needs at each point of their journey

Captivating Content

- Why content is business-critical
- How and content is going to captivate them
- Understanding what content is relevant for your target customers journey (text, video, imagery, and podcast)

Hands On: Working out your content gaps

- Identifying the content gaps for your organisation and planning content for each area of customer intent

Measurement

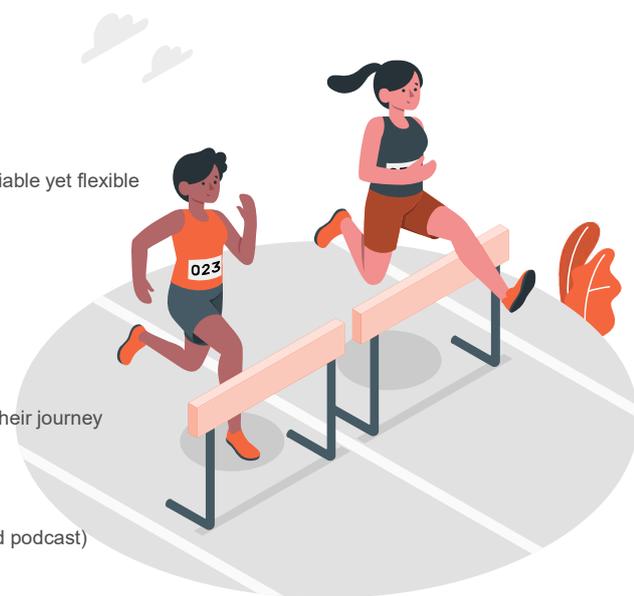
- Creating goals, milestones and measuring your success against these
- What should you be reporting on?
- Creating monthly reports that help make informed decisions

Hands On: Measurement relevant to your organisation

- Identifying and setting up KPIs relevant to your organisation, relevant for you as well as KPIs relevant for your stakeholders/management team.

Questions & Answers Throughout

This is a live online workshop so you have the advantage to ask the trainer throughout the course any questions, guidance, or feedback.



Suggested Programme

Social Media for Small Businesses

This is a live online training course delivered over 5 x 2 hour sessions

Learn how to generate and engage with your customers on social media. Ideal for small businesses at an affordable rate with relevant content specific to your business size.

This live online course is designed to provide expert knowledge on social media marketing to small & local businesses. Here at SocialB, we understand that as a small business, you may not have the time, staff or budget to undertake a lengthy course, so, we have devised a course with you in mind.

This course covers topics which will help to develop your social media knowledge, provide a guide into what a successful social media plan consists of, how to identify and engage your target audience as well as identifying the tools to measure your social media success with a handy guide of hints and tips on time-saving, all relevant to your small businesses.

Course Programme:

The Key Features To Creating A Successful Social Media Strategy That Works For All Small Businesses

- Trends and keywords research – optimising your small business strategy
- Execution of your small business strategy
- Tools and tactics to maximise engagement

Measurement Tools For Social Media & Why Measurement Is Important

- Google Analytics and how to identify exactly where your audience comes from
- Understanding ROI from social media
- Monitoring and analytics tools – for small businesses, which programme works best for you

How To Optimise Your Platforms For Small Businesses

- Identifying your unique voice online
- Understanding your customers online
- Creating important & engaging content
- Know your goals with social media

How To Use Social Media To Grow Your Business

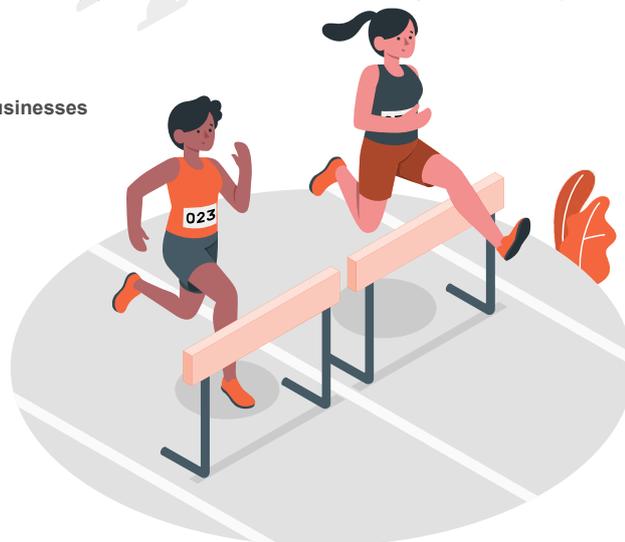
- The do's & don'ts of social media
- Creating content for social media
- Introduction to advertising
- Content examples – Facebook, Twitter, LinkedIn, Instagram

Hints & Tips For Saving Time

- Creating & utilising a content calendar
- How to plan ahead for social media platforms
- How to correctly schedule your content
- How to identify what to measure & why

Questions & Answers Throughout

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Suggested Programme

Social Selling

This is a 3-hour live online training session

A lead developed via social media is seven times more likely to close and while social media isn't all about selling, social selling can work for your business with a strong strategy in place. This live online course will show you how to develop that strategy and navigate the social media buying journey of a customer. Learn how to listen to conversations about your brand and product, engage customers through social media advertising and convert these into leads and sales. Most importantly, you'll learn how to measure your ROI to make sure that social selling is working for you.

Course Programme:

What & Why of Social Selling

- What is social selling and what isn't
- The changing world of online selling
- The differences between social selling and traditional methods
- How social selling can grow your business
- Why utilise social selling?

Strategy

- Understanding the social buying journey
- Matching your social strategy to your customers
- Increasing your social sales activity
- Learning what your target audience really want when it comes to being sold to
- How to find social influencers to collaborate with

Creative

- How to build your presence on Twitter, Facebook & LinkedIn
- Optimising your social media profiles
- Listening to conversations about your brand and product
- Learn how to stand out and grab the attention of buyers

Social Media Advertising

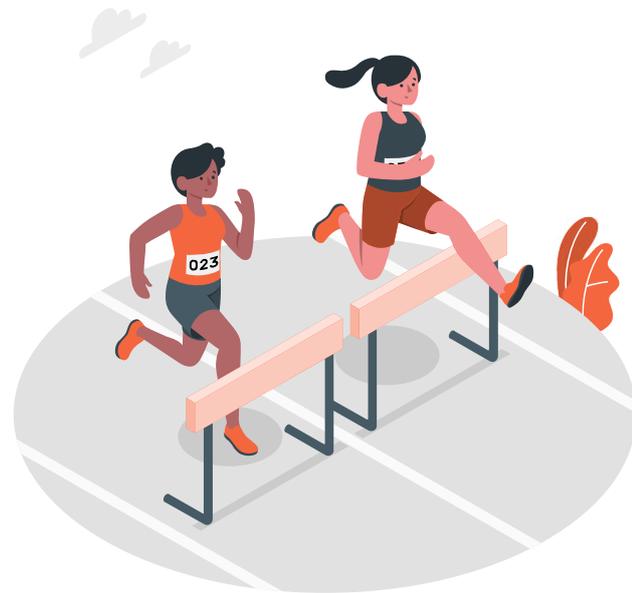
- How to use Twitter cards, ads and generate leads via Twitter
- The key features of Facebook Business Manager
- Using Facebook & Instagram ads to sell
- LinkedIn Advertising and utilising Campaign Manager

Measurement

- How to measure your social media activity
- What social selling metrics should you be measuring
- Key tools for monitoring your goals, leads and sales

Questions & Answers Throughout

This is a live online workshop so you have the advantage to ask the trainer throughout the course any questions, guidance, or feedback.



Suggested Programme

Google Analytics for Beginners

This is a live online training course delivered over 4 x 2 hour sessions

How do you measure your digital marketing? Do you track where your website traffic comes from? What are the benefits of analysing your data? This Google Analytics Course for Beginners will give you a basic understanding of why analytics for your business is essential, along with the practical skills and knowledge to move forward using Google Analytics.

An Introduction to Google Analytics

- Why use Google Analytics?
- What GA tells you & why you need to know
- How to set up an account
- How to install analytics on your website?
- Starter essentials – excluding your IP address

How to Set Up & Start Using Google Analytics

- An introduction to the key metrics and dimensions
- Traffic sources – what you need to know
- An introduction to campaign tracking
- Analytics overview – audience, acquisition, behaviour, conversions
- Real time - testing

The What, Why & How of Website Reporting

- What qualifies as A conversion goal
- Setting up & tracking your conversion goals
- Why conversion goals are so important

How to Use the Google Analytics Dashboard

- How to navigate the dashboard
- How to customise the dashboard
- Sharing your dashboard
- Creating & adding widgets

Google Analytics Hints & Tips

- Know what you're measuring & why
- Linking Google Ads to GA
- Google Search Console
- Question & answer opportunity

Questions & Answers Throughout

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