



## Social Media Boot Camp

3 Days Classroom Session | 3 Days Live Online

### Overview

Even for seasoned marketing professionals — this is new territory! Electronic social networks that did not exist five years ago are now the new frontier in marketing. They can be a great opportunity for exposure, and revenue for your company. Aside from a social outlet, when integrated with traditional marketing, these potential sales vehicles can augment your entire marketing efforts, creating publicity, opportunity and sales potential you never thought could exist. After three information-packed days of social media training in this social media course, you will have your plan ready to go.

- Harness the power of blogs to grow your content base
- Examine Twitter practices that really work
- Learn how to monitor mentions of your company online
- Track your social media performance
- Use Facebook advertising to find leads and customers
- Know the legal issues, ethics concerns, and how to create an effective and reliable social media policy
- Understand how to unify and integrate your various social media channels so you can efficiently and consistently reach your audience

### Who should attend

- Small Business Owners
- Corporate Marketers
- Public Relations Directors and Managers
- Marketing Directors and Managers
- Internet Marketing Managers
- Events Marketing Managers
- Product Marketing Managers
- VP of Marketing/CMO
- Social Media Coordinators
- Social Media Managers
- Website/Community Managers
- IT Managers