DigitalSalesPro

TRAINING: Social Media Marketing – Introduction

Social Media Statistics

- **Facebook** has over **400 million** members
- More than **1.5 million local businesses** have active Pages on **Facebook** (source: Facebook)
- CM Photographics generated $40000 in revenue from $600 investment (source: **Facebook**)
- **56%** of **bloggers** say their blogs improved company **branding** (source: www.thefuturebuzz.com)
- **Twitter** enabled Dell to sell more than **$3 million**
- **Youtube** has over **100 million** visitors per month

Training Course Summary

An eight-hour structured training on the use and setup of social media platforms. Attendees will gain expertise and confidence in using tools such as Wordpress, Twitter, Facebook, Youtube and LinkedIn, resulting in increased brand awareness and sales. The training eliminates fears surrounding social media marketing by simplifying the processes of getting started and using these powerful business tools.

Benefits

- Initiate usage of **real-time** sales & marketing tools
- Increase **return on investment (ROI)** of marketing & sales by targeting specific segments
- Use **viral marketing** to dramatically increase number of prospective customers

Topics

- Setup and use of social media tools Wordpress, Twitter, Facebook, Youtube and LinkedIn
- Integrate social media tools to increase effectiveness of digital marketing and sales
- Measure effectiveness of social media marketing with easy-to-use metrics

Why DigitalSalesPro?

- Over 20 years assisting businesses with technology applications
- Courseware developed using advanced instructional methodologies
- Present complex topics in simple, jargon-free style
- Instructors from top academic (e.g., Stanford) and entrepreneurial business backgrounds

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