



Social Media & Internet Marketing Skills Training Program Topics

▶ 1. Social Media Touch-Points

Social Media Platform Branding

Branding and wallpaper design considerations for Facebook, Twitter, YouTube and Google+

Social Media Share Buttons

Social media website share buttons from Facebook, Google+, Twitter, LinkedIn and Pinterest

Mobile Social Media

Social and geo-tagging protocol for updates, images and videos at public events and within retail environments using Instagram, Foursquare, Facebook, Twitter and Pinterest

Visual Social Media

Social distribution platforms for product, people and event based images using Instagram, Pinterest and Tumblr

▶ 2. Monitoring & Online Reviews Management

Online Reviews

Positive, negative and fake online review management

Online Monitoring

Brand name, competitor name and industry keyword monitoring

▶ 3. Website Enhancement

Website Audit

A 25-point health check for your website

Google Analytics

Advanced reporting for conversion goals, event tracking and defined visitor segments

▶ 4. Also Good to Know

Online Video

Online video marketing through YouTube, video optimisation, and enhancement features

QR Codes

Embedded QR code response options for off-line marketing and customer support materials

Google+ Local

Google+ Local business listing optimisation

Google Trends

Specific industry sector trend analysis

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