



2 Day Social Media & Internet Marketing Fast-Track Program Topics – Day 1

▶ 1. Social Media For Business

Twitter

The mechanics of Twitter: hashtags, retweets, following, searching, lists, favorites, direct messaging; Twitter's 6 strategic positions.

Facebook

Brand and campaign pages; moderating wall comments; building community value – quantity vs. quality.

Blogging

The anatomy of a blog; the difference between a web page and a blog post; website integration vs. standalone; 7-point blogging strategy.

YouTube

Video upload settings; embedding a YouTube video into your own website; branded channels; online video distribution and syndication.

LinkedIn

Your profile; searching for professional contacts; extending and accepting connection invitations; company pages.

▶ 2. Website Optimisation & Measurement

Content Management Systems (CMS)

The website as your primary publishing point; anatomy of a CMS; modern web editors; self-publishing text and multimedia

Search Marketing

How Google indexes websites; the credibility of paid vs unpaid search results; Google's Keyword Tool; keyword alignment; the 'long-tail' of search; market micro-segmentation; metatitles and meta descriptions.

Google Analytics

Setting up an account; traffic sources and tracking; auto reporting; establishing measurable conversion goals

▶ 3. Online Content Marketing

Content is King

Open vs. walled content; educating and enlightening your customers; identifying online informational holes; dominating an industry niche; pre-purchase informational needs; curated content.

www.net101.com.au

tim@net101.com.au

1300 946 101

/ Level 1, 243 Collins St

Melbourne 3000



2 Day Social Media & Internet Marketing Fast-Track Program Topics – Day 2

▶ 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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