



SOCIAL MEDIA & INTERNET MARKETING ESSENTIALS PROGRAM

Social Media For Business Essentials

- Manage your business presence and grow your community on Facebook brand pages.
- Leverage Twitter as a marketing and PR tool for customer relations, crisis management, corporate reputation, event coverage, product promotions & sales, or issue advocacy.
- Create YouTube and online video for your online marketing or communications strategy.
- Find and connect with your industry network, and establish a professional company page for your organisation on LinkedIn
- Design a 7-point blogging strategy for your business that clarifies who should be blogging what, when and why.

Understanding Website Optimisation & Analytic Reports

- Simplify SEO and understand market segmentation to tap into unpaid search marketing and position your web content onto page 1 search engine results.
- Save money by managing your own website content without technical or coding experience with Content Management System (CMS) fundamentals.
- Measure and report effectiveness of your online marketing and communications campaigns (including social media sourced traffic) with Google Analytics.

Online Content Marketing

- Generate sales leads and enhance your brand's reputation by educating your potential customers with layers of relevant online content.
- Position your organisation as a thought leader or subject matter expert within your industry sector.

BOOKING INFORMATION

Cost: \$745

Group and Multi-Course Discounts

20% for 2 people and 30% for bookings of 3 or more - automatically applied at checkout. If wanting to book more than one NET:101 course a 30% discount applies to each booking - please contact us for a discount code. Discounts cannot be combined.

Online booking options include payment by Visa or Mastercard, or via invoice.



FACILITATOR
Tim Martin

Tim Martin is the founder of NET:101, a popular conference speaker, and a respected trainer with a 15-year background in digital marketing. His presentation style is to challenge with thought-provoking insights, supported with live demonstrations of the practical tools needed to operate with confidence on the ground.

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