



# SOCIAL MEDIA & INTERNET MARKETING ESSENTIALS COURSE PROGRAM

## WEBSITE CREDIBILITY, PUBLISHING, OPTIMISATION & ANALYTICS

### Website

Website a bit of a clunker? Content-poor... tricky to navigate? Fix it. Your website is the centre of your online universe. Position your core online branded presence as a strong and credible touch-point before branching out. Website first; social media second.

### Content Management Systems (CMS)

DIY CMS. Manage your own website content without technical or coding experience. Yes, you can. Publish directly, quickly and often.

### Organic Search

Crank up your Google search results by optimising your website for organic search. Begin by understanding the informational needs of smaller, high-value segments within your overall market, and then publish to them.

### Google Analytics

Measure up: Gauge the effectiveness of your website to attract and convert traffic from all your conversion paths using free Google Analytics.

## CONTENT MARKETING

First: Educate; Second: Sell.

"I went online to find out how sundials worked. I came away with a Rolex."

Position yourself (your organisation) as the authority in your industry sector. Continue to boost the credibility of your value propositions by layering non-sales-related material throughout your website and social content. It may seem counter-intuitive, but if you want to sell, sometimes you've got to give stuff away. Make it knowledge, and give generously.

## SOCIAL MEDIA FOR BUSINESS

### Facebook

Less is more, even on Facebook. Broadcast less, engage more. Increase the quality of your fan-base using quality content: post and share interesting, engaging material that is relevant to your audience. Be useful; be generous. Then measure, test and measure again to extend your organic and paid reach.

### Instagram

Show, don't tell! Instagram's a great channel to drive brand awareness, facilitate 1-on-1 engagement, and to create a sense of community around your traditional off-line events. Oh, and it's a rich vein of local and interest-based visual content to recycle under your own brand (with attribution of course).

### LinkedIn

Your professional touch-point online. Create an accurate profile and maintain it with regular updates. Only accept (and extend) genuine invitations to build your professional and industry network. Link your profile to LinkedIn Company and University pages where appropriate. Be authentic; be scrupulously honest.

### YouTube

You can never have too much video. Create your own branded YouTube video library. Integrate online videos with your existing marketing or communications mix; stream through your social media channels. Action!

### Blogging

Nobody knows your business – or industry sector – the same way you do. Position yourself as an authority on your subject through blogging. Understand why a blog should be the centrepiece of your social media strategy - and why long-form writing is such a valued online skill. You're the expert.



# SOCIAL MEDIA & INTERNET MARKETING ESSENTIALS COURSE INFORMATION

## BOOKING INFORMATION

**Cost: \$895**

### Group and Multi-Course Discounts

There is a 30% combined discount for bookings of 2 or more people or 2 or more courses booked together - applied automatically at checkout. Discounts cannot be combined.

You can book online (is there any other way?) using Visa, MasterCard or Amex, or we can invoice you.



**FACILITATOR**  
Tim Martin

In 2007, Tim founded digital marketing agency 2 Sticks, followed by net101 in 2009 – becoming one of the country's first corporate educators specialising exclusively in digital and social media marketing. As principal trainer, Tim's upbeat and practical approach has guided thousands of marketing executives to their social media light-bulb moments.

In addition to a rigorous schedule of net101 courses across Australia, Tim also delivers tailored in-house training programs. Organisations including NRMA, Nestle, ANZ, Lifeline, YMCA, World Presidents' Organization, PwC and Ananconda have all benefitted from Tim's expertise.

Tim is a professional Master Speaker (for The Executive Connection), an in-demand conference presenter, and a respected industry commentator. A devout practitioner of all that he preaches, Tim is an influential and prolific blogger, and an enthusiastic and conversant participant in the world wide social media community.

## COURSE NUTS & BOLTS



### What to Bring

Your enquiring mind and your thirst for knowledge. We'll provide you with a workbook and pen, and an inexhaustible supply of lollies. If you do choose to bring a device, there will be power-boards and a wireless network available for you to use.



### Catering and Special Dietary Needs

There's a continuous supply of tea and coffee and a proper sit-down lunch to get you through the day. Vegetarian and gluten-free options are available if you let us know when placing your booking. Don't forget to let us know if you have any food allergies.



### Certificate of Training

A personalised, frangible Certificate of Training will be issued to you on the day.



### Refunds and Deferments

If you give us at least **28 days** notice before the commencement date of a course a full refund is available. A deferment is available for medical reasons only (yourself or a dependent) and notice must be given at least **24 hours** before the start-time of the course. Only one deferment is allowed, and it must be used within 3 months of the original course date. A refund option is not offered on an already deferred course.



### Course Email Reminder

We'll email you a reminder 72 hours prior to the course start-date.



### Have a Question?

Call Tim on 1300 946 101 or send an email to [tim@net101.com.au](mailto:tim@net101.com.au)

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