



# ADVANCED SOCIAL MEDIA & STRATEGY PROGRAM

## 1. SOCIAL MEDIA STRATEGY

We begin with a social media strategy canvas exercise. The strategy canvas will serve as a touchstone throughout the course, as well as being a useful framework back in the office.

We will align your social media responsibilities against several considerations: your organisational objectives, strategic objectives, target audiences, social media channel selection, content requirements, target audience reach options (organic and/ or paid), budget allocation, and your measurement & reporting points.

## 2. CONTENT PLAN

Content is the fuel to drive your social media strategy. We'll cover techniques to make your content sourcing, production and publishing efforts more efficient:

**Consistency of messaging** using content & publishing calendars, and establishing brand aligned content pillars (themes). **Recycling and repurposing** content to maximise the value of what you've already published. Incorporating contemporary **attention-grabbing devices** such as GIF's, memes and emojis. Freely sourcing **eye-popping images** and applying basic edits such as text and brand overlays. Producing much more **video** and mixing up the formats: time-lapse, hyper-lapse, slow-mo and stop-motion; and getting comfortable with your basic video kit and editing software, including newly accessible technology such as a gimbal stabiliser for smartphone video capture on the fly.

## 3. ACHIEVING AUDIENCE REACH – ORGANIC AND PAID

Achieving organic (unpaid) reach is not dead, but you need to be super-smart and creative to make it work. We'll examine an Australian case study where it is working.

Increasingly you will utilise **paid reach** to get your messaging through. We'll run through the campaign targeting options available on Facebook, Instagram, LinkedIn and Twitter, namely '**Target Audiences**' - targeting according to gender, age, location and user's stated and implied interests. '**Custom Audiences**'- targeting based on an email address or mobile number match from your own customer database; or **retargeting** users who have previously visited your website (we'll show you how to install social media retargeting tracking codes into your website, e.g. Facebook's Pixel). '**Lookalike Audiences**'- targeting users who are similar to your best customers, leads or website visitors.

## 4. MEASUREMENT & CONVERSION PLAN

Get your measurement on! Applying a campaign mentality to all of your social media makes it easier to pre-determine what success will look like for tracking and reporting purposes.

We'll identify your **key measurement points & metrics** within and beyond your social media channels, i.e. reach, engagement, media consumption, social media conversions, website visits & website conversions, contact centre communications and physical location visits. We'll use **Google Analytics** reporting to track your website traffic which is coming from social media generally, or from a specific social media campaign by installing **campaign tracking URL's** or applying campaign segments. We'll look at **landing page options** to increase your website conversions. We'll finish with techniques to calculate the financial **return-on-investment** for your input of time and money (an extra benefit if you're currently outsourcing any aspect of your social media.)



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## 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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