



## OVERVIEW

Technical difficulty: 6/10

Theoretical difficulty: 8/10

Prerequisites: Completion of the net101 'Social Media & Digital Fast-Track' course OR 3+ years of experience using social media within an organisational context.

You already know social, now it's time to get strategic. By the end of the day you'll have a clearer, more structured, more business-like approach to social media.

The course will be useful if you have responsibility for the formulation of a social media strategy or the need to present an internal business-case; or maybe you're currently outsourcing your socials and you'd like to reappraise what you're getting for your investment.

## THE PROGRAM

### 1. Social Media Strategic Alignment

Using a group exercise we will endeavour to strategically align your current social media responsibilities: organisational objectives > strategic objectives > target audiences > social media channel selection > content format & angle > budget allocation > measurement points > return on investment

### 2. Achieving Audience Reach – Organic and Paid

Achieving organic (unpaid) reach is not dead, but you need to be audience-focused 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 message to your target audiences. 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.

### 3. Content Plan

Techniques to make your content sourcing, production and publishing efforts more efficient:

**Consistency of messaging** using social media management software, 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; installing **video captions**; and getting comfortable with your basic video kit and editing software.

### 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 the **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 our **Google Analytics** reporting to track website traffic which is derived 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 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).



## BOOKING INFORMATION

**Cost: \$895**

### Group and Multi-Course Discounts

There is a 35% 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 opt for an invoice when registering.

### Course Guarantee

We want you to find the right program for your specific learning needs. If you're not completely happy with this course you're entitled to a full refund, no questions asked. A few sensible conditions apply (see the FAQs section on our website).

### Course Retake

If you would like to retake this course at some future point as a refresh, you can do so at an 80% discount on the single course price.

## COURSE 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 Nestle, Xero, Lifeline, Cancer Institute, PGA Australia, YMCA, World Presidents' Organization, American Chamber of Commerce, RACV and Australian Defence Force have all benefitted from Tim's expertise.

## NUTS & BOLTS



### What to Bring

Just bring yourself and your enquiring mind. We'll supply you with a workbook and pen. You're welcome to bring your own laptop or tablet, but it's not a course requirement. There will be a wireless network in the room.

Dress comfortable casual. You might want to bring a spare top - sometimes the aircon does its job too well!



### 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. Special dietary options such as vegan, vegetarian or gluten-free are no problem.



### Certificate of Attendance

For HR or resume purposes, certification of attendance is provided.



### 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.



### Have a Question?

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