



Want to leverage your organization's social media presence more effectively?  
Then you need ...

# Social Media Marketing

**A NEW, IN-DEPTH 2-DAY COURSE**



Social media has permanently changed the way people connect. That means you can't rely on old-fashioned marketing to get the word out about your organization anymore. You need to be online managing and maintaining your reputation in the social media sphere, without wasting time and money learning as you go. Sign up for this in-depth two-day course and learn everything you need to know to start using social media effectively right away!

## **WHAT YOU'LL SEE AND LEARN:**

- Case studies from top social media users
- Dos and don'ts to help you maximize your presence
- Identifying the right platform for your needs
- How social media success is measured
- The best way to develop a strategy that will work for your needs
- And more!

Enroll today online at [NationalSeminarsTraining.com/SMKT2](http://NationalSeminarsTraining.com/SMKT2)  
or call 1-800-258-7246

# Social media has changed the world— why is your marketing still the same?

It's everywhere you look; everyone from teenagers to grandmothers is Tweeting, sharing photos on Instagram® and updating statuses on Facebook®. It's changed how people connect with one another, and that means old marketing tactics aren't as effective as they once were. But just jumping into social media without a plan can be worse than having no presence at all.

## Develop and maximize your social media marketing efforts.

Organizations that are effectively using social media have one thing in common: They have a clearly defined plan. They know what they want to achieve from their efforts, which tools work best for their needs and how to get results. When you leave this course, you'll know all of that and more.

No matter whether you're a complete social marketing newbie or a veteran, this two-day course has all the information you need to take your social media efforts to the next level and generate real results!

## It's time to join the future—learn how to put social media marketing to work for you.

Social media marketing isn't like traditional marketing. It's a two-way street, one that allows you to engage in conversation with people who use and are affected by your organization. It lets you handle customer service issues and deal with negative experiences immediately.

But if you aren't up to date on the latest social media techniques, you may be doing more harm than good. Don't let your organization develop a negative reputation.

## Sign up for this training and you'll learn how to:

- Determine your social media goals and develop a plan to reach them
- Identify which social media platforms will work for you
- Promote your organization in a way that will generate real followers

And much, much more!

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*“If you want to be successful in the modern world, you need to have a social media presence—this is not an option.”*



## Why attend live training on social media marketing?

It's true—there's a ton of information about social media marketing. And theoretically, you could get all the information you'd gather in this course from reading blogs, articles and hints online. Of course, with that option you also run the very real risk of picking up a bunch of outdated or just plain wrong information from any of the so-called social media “experts” out there.

Don't waste a bunch of time reading articles that may or may not be able to offer you insight into what makes a successful social media campaign. Learn from experts who know what you're facing, what works and how you can apply it. Plus, you can ask questions and get immediate answers.

# Find the social media mix that works for you.

This two-day training will help you identify the strengths and weaknesses of each social media platform and find the right mix for your organization.



With more than 2 billion users, Facebook® is by far the most popular social media site. You'll learn how organizations are using it successfully and how it can benefit you.



Facebook's professional twin, LinkedIn® can be a great tool for finding and developing professional relationships. Learn how to make a good impression on this platform.



All the power of social media contained in 140 characters or less, Twitter® can be a great tool for starting conversations or handling feedback. Learn how and what you should be Tweeting for maximum impact.



More than just funny cat videos and South Korean pop videos, YouTube® can be a powerful tool in your social media arsenal if you know how to use it.



The new kid on the block, Google+® has a ton of great functionality that can help you connect with the people who matter in your industry. Find out how you can turn this into an asset for your organization.



Check-ins and coupons drive Foursquare®. Find out if it will work for your organization and how to use it to drive business.

**And more!** Instagram®, Pinterest®, reddit—there are tons of great and popular social media sites out there. This two-day course will help you identify which ones are ideal for your needs and help you develop an effective strategy to get the most out of all of them!



***“I definitely picked up ideas I will take back to my job.”***

—C. Stock

***“Very informative, great thinking, good tools learned.”***

—G. Martignette

***“Really interesting, the exercises were very helpful.”***

—D. Smith

***“Many things I will be able to apply right away.”***

—A. Perkins

**Special Group Discount:** When three enroll from your organization, a fourth attends FREE!

# Your Course **Agenda**

*Program hours: 9 a.m. to 4 p.m. each day*

*Registration begins at 8:15 a.m. on Day 1*

## **Day One:**

### **The Basics of Social Media**

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#### **Social Media: An Introduction**

- What is social media? Why is it important?
- Who is using social media and why
- Social media vs. traditional marketing
- Your organizational brand and social media marketing

#### **What Makes a Good Social Media Campaign**

- Developing goals for your social media campaign
- Implementing a plan that works for you
- Using social media as a customer service tool
- Creating a social media campaign that suits your needs
- Determining your target market

#### **Social Media Platforms—Choosing the Right One for Your Needs**

- The big boys—Facebook® and Twitter®
- Other players—LinkedIn®, YouTube®, MySpace® and Wikipedia®
- The up-and-comers—Pinterest®, Instagram®, Google+® and more
- Check-ins—Foursquare®, Groupon and other location-based options
- Blogging, podcasts and how they fit in with your social media plans
- Tools to help manage your campaign

#### **How Success Is Measured**

- Metrics—what to look for to measure impact
- Different tools to measure your influence
- ROI—the numbers that really matter
- Fans, likes, page views, Tweets and more: Different ways to measure success

#### **Finding Your Voice**

- Creating compelling content that will encourage followers
- Key words—how to use them the right way
- Simple ways to come across as authentic
- Easy ways to gain brand legitimacy

## **Day Two:**

### **Using Social Media Like a Pro**

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#### **Increasing Your Reach and Engagement**

- How often to post—strategies for finding what works for you
- Paid media, pay-per-click ads and paying for followers—a good idea?
- Developing timing, target and tone
- Strategies for creating and maintaining a conversation
- Building a thriving community—a how-to

#### **Best Practices to Help You Maximize Impact**

- Connecting, amplifying and maintaining your social media presence
- Monitoring your campaign—how much time should you spend?
- Avoiding damaging your brand
- Virality and how to encourage it
- Using social media to uncover missed opportunities and turning fans into customers
- Mistakes to avoid: What not to do



#### **Bring This Course to Your Organization**

If you have multiple employees who could benefit from this training, consider bringing it on-site to your organization. Our Enterprise Learning Solutions team can tailor any program to meet your unique needs and core competencies. Learn more at [NationalSeminarsTraining.com/CorporateTraining](http://NationalSeminarsTraining.com/CorporateTraining) or contact a training specialist at 1-800-344-4613.

#### **Unlimited Seminars, Webinars and On-Demand Content ... With the STAR12 Professional Edition**

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## Managing Your Online Reputation

- Why it pays to be likable
- Strategies for writing posts and Tweets that will generate interest and responses
- The best way to handle criticism—respond or ignore?
- How to turn negatives into positives

## Case Studies From Successful Social Media Campaigns

- How great organizations use social media
- Handling negativity—examples of dos and don'ts
- Big and small organizations—how they differ and how they're alike

## Applying What You've Learned

- Reviewing what you've learned
- Determining how to apply your new knowledge for maximum impact
- How to generate and maintain your social media momentum

## IT'S EASY TO ENROLL!



Register online at  
**NationalSeminarsTraining.com/SMKT2**



Call toll-free **1-800-258-7246**

### Registration Information

**Our Registration Center** is open weekdays from 7 a.m. to 7 p.m. CST. Enrollments taken online 24/7.

**Group discount:** When three enroll from your organization, a fourth attends FREE. Group discounts apply to seminar registrations only and cannot be used for STAR12 or on-demand seminars.

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*\*Plus tax where applicable*

**Check-in** begins at 8:15 a.m. on Day 1. The workshop schedule is 9 a.m. to 4 p.m. each day. Lunch is on your own.

**Cancellations and substitutions.** Cancellations received up to five working days before the seminar are refundable, minus a \$25 registration service charge. After that, cancellations are subject to the entire seminar fee, which you may apply toward a future seminar. Please note that if you don't cancel and don't attend, you are still responsible for payment. Substitutions may be made at any time.

**CEUs:** Continuing education credit may be recognized by your professional board. Contact your own board to find out what's required. You may also call us at 1-800-258-7246 for additional assistance.

**Tax deduction:** The expense of continuing education, when taken to maintain and improve professional skills, is tax deductible. Please contact your accountant for complete details.



**National Seminars Training**

6900 Squibb Road • P.O. Box 2768 • Mission, KS 66201-2768

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