

# Social Media Marketing Strategy

## Cutting-edge techniques to grow your audience and boost your ROI

Social media is one of today's most effective marketing tools, but are you using it to its full potential? This advanced workshop will take you past the basics of simply owning a social media account towards running a comprehensive social media strategy. You will learn how to:

- Develop a social media campaign that is right for your business
- Implement techniques that will grow your audience and increase engagement
- Track your social media marketing campaign's progress, effectiveness and ROI
- Decipher what the increase in smart phone usage means for your social media marketing strategy
- Get a competitive edge with social media and stay ahead of other companies' sales, marketing and promotions
- Expand to additional social platforms
- Stay current with trends, platforms and new ways to increase engagement
- And much, much more!

**Enroll Today!**

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913-967-8847

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CareerTrack  
P.O. Box 219468  
Kansas City, MO  
64121-9468

# Don't get left behind. Today's demanding market requires more than a stale Facebook® page and empty Twitter® account to stay ahead of your competitors.

As social media marketing continues to evolve, companies are finding this is one marketing area where constant change is par for the course. Keeping up with what's new in the social media universe is a vital part of staying connected with current clients and reaching new business prospects. New platforms, new techniques and more complex marketing channels are developing as fast as you can tweet, click, like or share.

**To get the most out of your social media marketing time and budget, you've got to know where your audience is, how to reach them and how to draw them in. If you don't, someone else will.**

Which is why we've created ***Social Media Marketing Strategy***. Like most businesses, you may already have a social media presence but taking that presence to the next level is what social media success is all about. What you learn here will quickly bring you up to speed on what's happening in social media right now and give you the tools to leverage it into profit, market share and business growth.

This course was designed for marketers who are already familiar with social media, but want to gain every advantage they can out of their social media campaigns. We'll cover the latest advancements and newest initiatives that can affect your marketing plans and strategies, and reveal how to stay ahead of the curve when it comes to integrating social media with more traditional marketing efforts.

## **Gain professional marketing insight and fresh new marketing ideas you can put to use immediately!**

- LinkedIn®, Twitter®, Facebook®: exciting new ways to utilize these tried-and-true powerhouses
- How to leverage mobile users
- How to build communities and the best ways to promote your products or services to them
- Best practices for achieving exposure through multiplatform marketing and cross-promotion
- How to monitor your online reputation and respond to negativity

## **In just one day, you're in, you're out and you're on your way!**

This is cut-to-the-chase training — fast-paced, interactive, exciting and high-energy! You won't believe how fast your day will fly by and how much you'll learn and absorb. Your instructor is a social media expert who eats, sleeps and breathes social media marketing! Rest assured, you'll find the very latest information on the hottest trends, newest platforms, best communication techniques and much more, right here, right now. You'll gain so many fantastic new ideas, tools and tricks you won't know which to implement first!

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**Twitter<sup>®</sup>, Facebook<sup>®</sup>, LinkedIn<sup>®</sup>, YouTube<sup>™</sup>,  
Instagram<sup>®</sup>, Pinterest<sup>®</sup>, Google+<sup>™</sup>,  
Snapchat, WhatsApp<sup>®</sup>, Quora,  
Yelp<sup>®</sup>, Groupon<sup>®</sup>, Reddit<sup>®</sup>,  
Tumblr<sup>®</sup>, Periscope<sup>®</sup>,  
Flickr<sup>®</sup>, Bing<sup>®</sup>,  
Yahoo!<sup>®</sup>,  
Blogs.**

**Do you ever feel like “you don’t know what you don’t know?”**

***The possibilities are endless!***

If trying to figure out how to grow your social media audience and take your social media marketing to the next level makes your head spin, you aren’t alone. Social media marketing requires lots of content, constant monitoring and – let’s face it – a certain amount of creativity. Who has time to plan ahead when you’re down in the weeds of simply keeping your channels running? And is it even worth your time and energy?

**It’s not enough just to have a social media presence anymore.**

This workshop was created to answer the need of busy professionals like you: people who recognize the importance of social media marketing, who already have experience with strategy and implementation but are looking to take their skill and knowledge one step further. Don’t let ineffective or outdated social media practices negatively affect your brand, your organization or your bottom line. Sign up for this training today, and harness the power of social media for the success of your business!

# Course Content

## The Rules of Engagement

- Overview of social media engagement and why it is important
- Engagement parameters: what you should know and how you should measure
- Creative ways to get your social media contacts to engage with you
- Why you need to follow the “community rules” of each social platform to appeal to its members and grow your audience
- Social media advertising – when to pay for followers
- Why social media marketing shouldn’t exist in a vacuum – how to integrate social media into all of your marketing channels

## Cultivating Your Audience

- Exciting new ideas, tips and secrets for attracting more people to your channels
- Learn to cross-promote and market your site through a variety of social media channels
- Creative content for your media campaign: how to write it, where to find it and how to keep it coming
- New ways to drive customers and prospects to your channels and ensure a steady stream of new visitors
- The value of entertainment: what’s hot, what’s not and why things go “viral”
- Best practices for creating content that isn’t rejected as spam
- How to turn social media fans into customers

## ROI – How to Tell if Your Marketing Efforts Are Paying Off

- How to identify what tactics will most increase ROI
- Tools you can use to measure your impact: Google Analytics™, Facebook® Page Insights, etc.
- The truth about followers, hits and comments: why measuring sheer numbers isn’t an effective analytical tool
- Understanding social media advertising – discover which platform is right for you

- You have the results, now what? How to analyze and interpret the data you’ve gathered
- Use what you’ve learned to repeat, refine or redesign your strategy

## Reputation Management

- How to avoid negative consequences or complications for your company
- Effective practices for monitoring your brand and reputation
- Damage control: what to do first when negative comments, tweets or posts threaten your organization
- Creating an online community: obstacles you may face
- Ethical concerns: lines and boundaries you should not cross regarding social media marketing
- Legal issues: red flags and trouble spots that can land you in legal hot water
- The importance of understanding the difference between a business profile and a personal profile

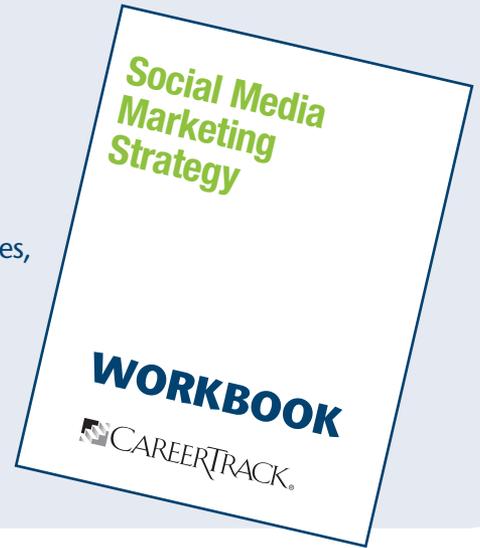
## Preparing for the Future

- Tools to stay current in social media marketing
- Trends vs. fads: here’s how to tell the difference
- The “next big thing” – how to recognize and take advantage of social media trends and internet marketing strategies
- Case studies: examples of creative and successful social media campaigns
- How to turn tactics into strategy and apply what you’ve learned

# Social Media Marketing Strategy

# ***A FREE workbook is yours to keep!***

When you attend ***Social Media Marketing Strategy***, you'll receive a free course workbook jam-packed with marketing solutions, ideas, strategies, online how-to's and ample room to jot down your own ideas. Everything we cover in the seminar is highlighted in this exceptional resource, simplifying note taking and freeing you to listen, learn and participate, and will serve as a trusted resource and memory jogger you'll refer to again and again.



## ***Who should attend?***

This program is perfect for sales and marketing professionals, public relations specialists, those involved in corporate communication or business strategizing, real estate agents, small business owners, franchise owners and more. Anyone who has some experience with social media and wants to expand their knowledge and build on their skills will benefit.

**Enroll Today!**

**[www.careertrack.com](http://www.careertrack.com)**

# If it's trending now or cutting-edge, we've got it covered!

Because social media changes and evolves so quickly, you may not see everything we'll cover in this training listed within the pages of this brochure. As social media trend-watchers, our trainers and program developers may decide to include last-minute information, tools and technologies that appeared on their radar after this brochure went into final print.

## Become a more effective social media marketer, guaranteed!

All of our seminars are **100% SATISFACTION GUARANTEED!** We're confident you'll come away with all the skills, tools, techniques and information you need to take your social media marketing skills to new heights and new successes. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your seminar attendance stating the reason you were not satisfied, and we'll arrange for you to attend another one of our seminars or receive a full refund — *hassle-free!*

## 8 big benefits you'll gain from attending this workshop:

- 1 Minimize risks and increase your ROI** by measuring and analyzing your impact within various markets
- 2 Increase your organization's market share** by far more than you thought possible
- 3 Connect more effectively with your current customers** and improve customer relations across the board
- 4 Target prospects and potential customers** more easily, swiftly and economically
- 5 Build, strengthen and support your brand** through smart use of online social media channels
- 6 Sales through social media:** how to drive more traffic to your site and encourage browsers to become buyers
- 7 Utilize emerging technologies,** newer platforms, channels and online resources to your best advantage
- 8 Decrease the effects of negative feedback,** and have a damage control action plan in place (we'll show you how!)

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## Registration Information

**Enroll Today!** Hurry, our seats fill *fast*. Guarantee your enrollment by paying your tuition today. You will receive a confirmation once your registration is complete. **Payment is due before the program.**

**Quick Confirmation!** To receive your confirmation within 48 hours, please complete the Quick Confirmation section of the registration form. Be sure to provide us with your email address and/or fax number.

### Cancellations and Substitutions

You may cancel your registration up to 10 business days before the program, and we will refund your tuition less a nominal cancellation fee. Substitutions and transfers may be made at any time to another program of your choice scheduled within 12 months of your original event. Please note, if you do not cancel and do not attend, you are still responsible for payment.

#### Please Note

- You will be notified by email, fax and/or mail if any changes are made to your scheduled program (i.e., date, venue, city or cancellation).
- Walk-in registrations will be accepted as space allows.
- For seminar age requirements, please visit <http://www.careertrack.com/faq.asp#agerequirements>.
- Please, no audio or video recording.
- You will receive a Certificate of Attendance at the end of the program.

### Tax-Exempt Organizations

If you are tax-exempt, enter your tax-exempt number in Section 4 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate with your registration for payment processing.

### Tax Deduction

If the purpose of attending a CareerTrack program is to help you maintain or improve skills related to employment or business, expenses related to the program may be tax-deductible according to I.R.C Reg. 1.162-5. Please consult your tax adviser.

### Continuing Education Credit

CareerTrack offers CEU credits based on program length and completion. Credits are issued according to the National Task Force for Continuing Education guidelines and approval is at the discretion of your licensing board.

**Questions and concerns should be directed to your professional licensing board or agency.**

### Continuing Professional Education (CPE)

Fred Pryor Seminars and CareerTrack, divisions of Pryor Learning are registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of Accountancy have the final authority on the acceptance of individual course for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.nasbregistry.org](http://www.nasbregistry.org). Fred Pryor Seminars and CareerTrack's Sponsor ID number is 109474. This course qualifies for 6 CPE credits.

## Onsite Training Solutions

### Get the Results You're Looking For!

Bring our powerful, high-impact training programs to your organization and show your employees you're serious about their professional growth and achieving critical organizational goals and objectives.

### Choose From Over 150 Courses!

From management development to customer service, our comprehensive library of courses provides a learning experience that is engaging, interesting and intriguing!

### Tailor the Training to Meet Your Specific Needs!

We'll help you choose the appropriate courses for your organization and tailor each one to address your specific goals, issues and scheduling concerns.

### Maximize Your Training Budget!

Onsite Training allows you to train work groups, teams and entire departments for less than the cost of traditional public seminars or other training options.

Give your staff the skills, knowledge and confidence they need to meet tough workplace challenges head-on, realize their full potential and perform at their peak.

**For a free consultation,  
visit us online at  
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or call us at  
1-800-944-8503**

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To update your contact information, please see page 7.

## Express Enrollment!

events.careertrack.com

Call 1-800-556-3009 • Fax to 913-967-8847 • Mail your registration form!



**YES!** Please register me for *Social Media Marketing Strategy* seminar. Enroll me today! Group discounts available; see page 7 for details.

ID#  
917237

SEMINAR  
**1**

Seminar City: \_\_\_\_\_

Seminar Date: \_\_\_\_\_ Event #: \_\_\_\_\_

YOUR  
ORGANI-  
ZATION  
**2**

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ St: \_\_\_\_\_ ZIP: \_\_\_\_\_

Tele: \_\_\_\_\_ Fax: \_\_\_\_\_

Approving Mgr's. Name:  Mr.  Ms. \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_  Business  Home

**Quick Confirmation** Please  email or  fax my confirmation to me within 48 hours.

WHO  
WILL BE  
ATTENDING  
**3**

Mr. \_\_\_\_\_

Ms. \_\_\_\_\_

Job Title: \_\_\_\_\_  Business  Home

Email Address: \_\_\_\_\_  Business  Home

Mr. \_\_\_\_\_

Ms. \_\_\_\_\_

Job Title: \_\_\_\_\_  Business  Home

Email Address: \_\_\_\_\_  Business  Home

Please list additional names on a separate sheet.

METHOD  
OF  
PAYMENT  
**4**

**Important: Send your payment now. Tuition is due before the seminar.**

Make checks payable to CareerTrack and return this form to: P.O. Box 219468, Kansas City, MO 64121-9468. Our federal ID# is 43-1830400 (FEIN).

Please add applicable state and local tax to your payment for programs held in Hawaii (4.16%), South Dakota (6.5%) and West Virginia (6%).

**Please check one of the following:**

1.  Registration fee enclosed. Check # \_\_\_\_\_ Amount \$ \_\_\_\_\_

2.  Our Purchase Order is attached. P.O. # \_\_\_\_\_

3.  Bill my organization. Attention: \_\_\_\_\_

4.  Charge to:  AmEx  Discover  MC  Visa Exp. Date: \_\_\_\_\_

Card Holder's Name: \_\_\_\_\_

Acct. #: \_\_\_\_\_

Tax-Exempt #: \_\_\_\_\_

Please attach a copy of your Tax-Exempt Certificate for payment processing

**Note:** If you've already registered by phone, by fax or online, please do not return this form.

**REGISTRATION FORM — Social Media Marketing Strategy**