



## SOCIAL MEDIA MASTERCLASS

**Duration: 3 Days**  
**Course Code: ITM12**  
**Course Price: £1485**

### Day 1: Marketing with Social Media

#### Course Description:

This course will give you and your company the necessary skills to use social media effectively. This course will not only teach you the skills required to market you or your company to its fullest potential but will leave you with the confidence to achieve this.

Keeping up to date in today's social world can be a daunting task but with our guidance and hands on approach nothing is impossible. Each module covered will highlight specific tools, teach practical techniques and give you ideas that can be applied to create your social media strategy.

We have split this course into 3 separate days to cover the most effective ways of advertising in great detail and depth. We recommend having the third and final day would be set between 5-7 days after the second day of training, allowing us to put your strategies into fruition.

#### Who Should Attend Social Media Masterclass Training?

This course would be suitable for users of social media who use advertisements and want to expand their knowledge of implementing social media strategies.

#### Benefits From Attending The Training:

- Understand which social media sites are suitable for your organisation
- Confidently use the social media sites to engage with your audience
- Integrate social media with your company goals
- Be able to create a social media advertising campaign

#### Course Content:

- What is social media advertising?
- The advantages of advertising via social media
- Why can social media help your business
- How to set up and start using social networks
- Types of social media sites (Twitter, Facebook, LinkedIn)
- Marketing strategies for Twitter, Facebook, LinkedIn and YouTube
- The Do's and Don'ts when advertising via social media
- Track and Monitor Social Media campaigns





## Day 2: Google Analytics

### Course Description:

The Google Analytics course is designed to highlight what matters most for a marketer in this powerful reporting tool. In addition, it will help you to understand what actions to take in common circumstances and how to tailor activities to enhance your business objectives.

We have split this course into 3 separate days to cover the benefits and most effective methods of advertising in great detail and depth. The third and final day would be set between 5-7 days after the second day of training, allowing us to put your strategies into fruition.

### Benefits From Attending The Training:

This Google Analytics course is for any marketing manager, digital executive or business person who is receiving or creating Google Analytics reports but doesn't know what 'right' looks like.

To attend the course you are required to have access to a fully working Google Analytics account for a website, preferably with 'Admin' access to the account.

### Course Content:

- Use and interpret content reports to measure what visitors want from and are doing with your sites.
- Identify quality traffic and drivers of revenue and conversions to action.
- Set up and track digital marketing campaigns; search (paid and non-paid), email, social, display, affiliates, etc.
- Extract actionable insights from the Google Analytics reports to lead performance improvements.
- See your visitors in real time on your website.





### Day 3: Search Engine Optimisation

#### Course Description:

The Search Engine Optimisation course will take you through setting goals, budgeting, keyword research, planning and measurement across PPC and SEO. The result will be better search campaigns and confidence in dealing with both internal teams and external agencies.

We have split this course into 3 separate days to cover the benefits and most effective methods of advertising in great detail and depth. The third and final day would be set between 5-7 days after the second day of training, allowing us to put your strategies into fruition.

#### Benefits From Attending The Training:

This SEO/SEM training course is aimed at any marketer seeking to understand how to plan and work with this essential channel in today's increasingly digital world.

The search marketing course structure assumes you are planning, or do use, Google or Bing as promotional channels to your audience and need to plan the tactics of SEO and PPC to deliver success.

#### Course Content:

- Knowledge of the terminology and best practice of SEM, SEO and PPC.
- Judge a search agency/consultant's abilities.
- Look for 'red flags' for poor quality work.
- How to integrate search with social media campaigns.
- Planning Search Marketing into both on and offline campaigns.
- Google AdWords campaign fundamentals.
- How to plan future proof SEO.
- Essential SEO to make a website more search engine friendly.
- Simple link building for any company.
- Measurement in a keyword "(not provided)" world.

**\*BESPOKE COURSE | Course Duration, Level & Duration: Depends On Content & Individuals**

