



Register now for an Upcoming Session:

Online (5 one-hour webinars at 12:00 p.m.) + **In-class** (2 days)

Jan. 31, Feb. 7, 14, 21, 28 + March 5 - 6, 2018

Sep. 12, 19, 26, Oct. 3, 10 + October 18 - 19, 2018

Effective Social Media for Business and Government

Develop and implement a highly effective social media plan to promote your brand, build an active base of loyal customers and increase company sales.

BLENDED LEARNING

IN-CLASS & ONLINE

This extended program features an enhanced learning journey with both online webinars and in-person classroom experience!

Key Learning Outcomes Include:

1. Learn B2C/B2B strategies and tactics for creating effective social media campaigns.
2. Learn techniques to increase efficiencies using the right social media platforms, to the right audience with the right message.
3. Create an effective lead strategy and fan base and learn how to use social media for target key influencers.
4. Analyze your current social media campaigns and apply a framework to monitor, test and measure your effectiveness.

Our instructor-driven blended learning programs allow you to:

1. Have peer interaction and one-on-one access to the instructor, ready to guide you at each step of the program.
2. Progress by exploring each topic in detail at your own pace.
3. Learn anywhere and anytime using flexible modules.
4. Apply the concepts covered to daily work challenges.
5. Work on a project to fully understand and apply what is being taught in the program.

Effective Social Media for Business and Government

How to Build and Implement Social Media for Your Organization

Many organizations have begun to incorporate social media as part of their marketing strategy, but very few are doing it right. This course will use a combination of social media platforms along with online webinars, in class group activities, and case studies to teach participants the keys to successfully implementing social media as part of their integrated marketing strategy.

This course not only teaches about the various social media options available, but also how to use the platforms that attract your target consumer. Through an in-depth study, you will learn how to build an online community of advocates and use social media as a CRM tool to build relationships with your most important influencers.

Participants will apply the learning from the course content and webinars to analyze their own organization's social media efforts. They will use online tools to evaluate feedback from customers and classmates to implement the best practices in a comprehensive social media plan.

Who Should Attend

Entrepreneurs, small business owners, corporations, government and not-for-profits looking to enhance their social media presence, increase their brand awareness and grow their customer base cost effectively. Specifically the following positions will benefit:

- Website/Community Managers
- Social Media Coordinators/Managers/Directors
- Marketing Managers/ Growth Marketing Managers/ Directors
- Account Executives/ Creative/ Advertising Directors
- Sales Managers/Directors/VPs
- Corporate Marketers
- Public Relations Directors and Managers
- Product Marketing Managers
- VP of Marketing/CMO
- Business Development Managers

Instructor

Aleem Visram is a Part-Time Marketing Professor at the Schulich School of Business. He spent over a decade in Marketing Management at several global fortune 100 companies. He worked on the largest new product launch at Kraft Canada and has won the Canadian Marketing Association (CMA) Award for best overall marketing campaign.

Aleem is the first instructor to ever win the Schulich School of Business Teaching Excellence Award in his first semester of teaching. He was rated as a Top 10 Professor at the Schulich School of Business in 2015 and 2016, and recently was appointed as the Assistant Director at the Schulich Centre for Teaching Excellence, responsible for training new faculty.

Aleem specializes in social media marketing, new product development, brand management and consumer behaviour.

Top Take-Aways

- **Identify the differences** between various social media platforms, and which one(s) are the right ones to use for your organization and customer
- **Assess your organization's brand positioning** and current consumer value using social media listening
- **Learn the tools and techniques** required for building an effective, integrated social media campaign with captivating content
- **Create an effective social media strategy** for lead generation using social media
- **Apply B2B/B2C social media strategies** and tactics towards your own organization
- **Measure attention, attitudes and action on social media** to develop meaningful customer relationships and advocacy

Special Features

- Real-time assessment of your organization's current and planned social media activities in class through small group discussions and presentations
- Participants will analyze a variety of social media platforms during the course, including: Facebook, Twitter, YouTube, LinkedIn, and Instagram
- Participatory in-class learning approach using a mix of published case studies, articles, infographics, in-class group activities, and industry expert guest speakers

Register Today / Complete Details

<http://seec.online/11663>



BLENDED LEARNING

IN-CLASS & ONLINE

A New Enhanced Learning Journey!

Featuring an effective blended **in-class + online** learning approach.



Complete an interactive **online training webinar series** with 5 individual 1-hour webinars (1 webinar per week over 5 weeks) prior to the in-class training.



The **webinars** will be supplemented with additional articles, infographics and real-world examples for analysis.



The **online training** will also include Facebook discussion forums, interactive discussions on Google+ hangouts and Twitter chats.



The **in-class training** will consist of a series of experiential group activities, case discussions and hands-on application of the learnings from the pre-course work.



By the end of the class, participants will evaluate their organization's current social media strategy and **develop new, effective social media campaigns** of their own

Program Content

Webinar #1:

Community & Word of Mouth

- How Word of Mouth Advertising Works
- How to generate word of mouth
- How to overcome consumer resistance and negative reactions on social media
- How to empower your brand community and influencers to share and amplify your social media

Webinar #2:

Social Media Market Research

- How to identify, measure and interpret what people are saying about your brand
- Customer segmentation on social media and targeting
- Effective Online research methodologies

Webinar #3:

Content Marketing

- What to consider when developing social media content
- What content is effective and why?
- How to promote your content to the right audience
- Storytelling & brand narratives

Webinar #4:

User Generated Content (UGC)

- How to promote UGC and engage users effectively
- YouTube: what are the keys to successful viral videos?
- How can you engage your loyal customers or prosumers?

Webinar #5:

Measuring & Evaluating Social Media

- How to measure the 3As: Attention, Attitudes and Action on social media
- What is your Social Media ROI?
- What tools should you use to measure social media marketing?

IN-CLASS TRAINING DAY 1

- Introduction, goals and objectives
- Review of webinars
- Individual/ group work: assess your business and competitor current social media using social listening
- Present findings to class and get feedback
- Content Marketing: BuzzFeed Case Analysis
- Group exercise: social media content marketing plan for organization

IN-CLASS TRAINING DAY 2

- Social Media Vehicle Analysis
- User Generated Content & YouTube Case discussion
- Review case study and key learnings
- Mobile Social Media & SEO
- Social Media Measurement
- Social Media Plan presentations & feedback

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Registration Fee:
\$3,250 + applicable taxes

Enrol Now >

Registration Details:

- Tuition includes teaching materials, lunches and refreshments, but not accommodations.
- A special hotel rate is available if you choose overnight accommodation.
- Programs run from 9:00 a.m. to 4:30 p.m.
- Modules, speakers, topics, dates, fees, and locations are subject to change.



Get the whole picture.

Preview complete course content and instructor bio online.
<http://seec.online/11663>



More Questions? Get in Touch!

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