

The Convergence of Marketing, Advertising and PR on the Web



Social Media & Business Marketing

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- ✓ Do you want to spread your content and expertise to new audiences?
- ✓ Do you want to network with like-minded individuals and companies?
- ✓ Do you want to build a community of evangelists?
- ✓ Do you want to involve your customers and prospects in co-creation?
- ✓ Do you want to automate the process of repurposing content?
- ✓ Do you want to reach new audiences in the exact way they choose to communicate?
- ✓ Do you want to be seen as a thought leader in your industry?
- ✓ Do you want ways to aggregate and filter content so you and your people can digest it?
- ✓ Do you want to easily hear literally everything that's being said online about your brand, products, or industry in real time?
- ✓ Do you want to be seen as a trusted source of information?

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What is Social Media?

Media communications have changed. Traditionally, the term “media” has been expressed in the context of how one communicates to another. Today, as applied online, new forms of media have emerged that not only allow one to communicate to others, but allow the recipient of the message to interact with the author.

In traditional forms of media such as television, radio, newspapers, magazines, and billboards, the author sends their message to many people and is often disengaged from any reaction about the message. New social forms of media such as blogs, wikis, and online communities allow the receiver of the message to interact in real time with not just the author, but also with a community of individuals. It’s as if the media author is standing at the intended audience’s office engaged in the thoughts, excitement, and even complaints about a topic.

What is Social Media Marketing?

Social media marketing is the marketing strategies that smart businesses are employing in order to be a part of a network of people online. Just as friends gather in public pubs, coffee shops, or barber shops, groups of people are gathered and connected through various online tools and websites. These people rely on their online network of friends for advice, sharing, and socializing.

Many different styles of online communities have surfaced over the years. However within the last few years, newly created communities are offering more rich interaction. These marketing strategies allow conversation, connection, and a sense of community among its members.

Why Be Involved in Social Media?

Knowing that these resources are available can simply be an education for those not in the know. However, we want to help you understand the importance of being involved in these social networks for your marketing purposes. These sites begin to serve as hubs on the web where large groups of people, usually with similar niche interests, are

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gathered together. The philosophy is simple: show up where your target audience is spending time. Showing up serves you in several ways:

- 1. Exposure to your target audience**
- 2. Interact with your target audience**
- 3. Share your business personality**

This social marketing strategy speaks to the need for proper branding and customer service strategies in place. Another reason it is good to be involved in social media is that your content can be sent to those interested in receiving updates. Subscribers are often offered several methods to be updated. They can sign up and can unsubscribe with ease. Therefore the ones connected to you are the ones who are most interested in who you are and what you offer.

It is also important for you to participate in the online conversation about your brand. These user-generated social media tools are where the conversations take place. Since it is easy for people to publish content, they can and will talk about your brand – for good or for bad. Being a part of that conversation is valuable and important. Your fans who write about you are influential. Your enemies can be won over by showing up, listening, and interacting. When a content-publishing enemy becomes a fan, their voice becomes quite valuable in the network.

New social media has changed the way people connect and interact today by allowing businesses to exchange in both private and public conversation with the public in new and exciting ways. There are many tools at our disposal each with its own set of social norms, goals, and audiences. Though one can jump right into the social media marketing arena, it is advisable to have a strategy and plan to gain success. When done strategically, one may see great success by being able to have a more personal relationship with people who are interested in who you are and what you offer.

Benefits of Attending the Social Media Event:

- Understand the importance of social media usage in today business environment
- Explore the changing audience and identify the main users of social media
- Discover how to measure the effectiveness of the social media marketing
- Learn how to effectively leverage the social media

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- Uncover budgeting tips to keep cost down and effectiveness up
- Broaden the business network with industry peers and experts
- Glean knowledge and experience from the establish organizations practicing social media
- Control the content published in social media platform to avoid unnecessary problems

who Should Attend?

Target Audience – Entrepreneurs (SME), VPs, Directors, Heads, Senior Managers, and Professionals in charge of:

- Marketing and Communications
- Digital Marketing
- Internet Marketing
- Online Media
- E-Marketing
- Paid Search Advertising
- Organic Search Optimization
- Web Design
- Content Management
- Lead Generation
- Advertising and Promotions
- Brand Management
- Product Marketing
- Sales
- Channel Marketing
- Trade Marketing
- Media Planning

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WORKSHOP CONTENTS – 5 DAYS

<p>Start Your Business on Internet</p> <p>Operate a Successful Web Based Business</p> <p>Web Advertising Secrets</p> <p>Understanding Digital Marketing</p> <p>Social Media Marketing for Business</p>	<p>New Marketing Online Environment</p> <p>Strategy for the Virtual World</p> <p>Develop an Integrated, Successful Social Media Strategy</p> <p>Social Media Tools & Measurements</p> <p>Best Practices & Measuring the Results</p>	<p>How to do EMAIL Marketing</p> <p>How to do Facebook Marketing</p> <p>How to do Twitter Marketing</p> <p>How to do LinkedIn Marketing</p> <p>How to do Video Marketing</p> <p>Conclusions</p> <p>Framework of E - MARKETING</p>
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Looking To Start A Social Media Strategy

FOR TRAINING & CONSULTING

CONTACT US TODAY

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