

## Social media coaching for marketers & publishers



### Social media: Tools and techniques

#### Breakfast briefings (overview for newcomers)

Informal breakfast for managers looking to assess the social media landscape for the tools and techniques right for them.

#### Social media: Advanced strategies

#### Breakfast briefings (advanced level for online marketers)

Informal breakfast for firms already using blogs, social networks and consumer generated content to explore advanced techniques.



### Social media: Tools and techniques

#### One day intensive (overview for all levels)

Intensive one day acceleration for marketers needing a good comprehensive grounding in social media marketing tools and techniques. Harness cutting edge ideas. Gain a well rounded view of the strategies that work. Explore case studies of brands who found the right formula. Play with the tools and find out how to evaluate new ideas and technologies so you can lead your team.



### Building the social media plan

#### One day intensive (advanced for online marketers)

Intensive one day social media marketing strategy coaching to build your social media plan. Designed around the commercial goals of your business your plan will detail the tools, techniques and channels to focus on. This workshop is designed for marketers with at least 18 months experience of online marketing. The aim is for every participant to leave with the framework for a social media plan to evaluate and apply within their firm.

### Related social media marketing coaching and management training

- Digital Marketing Strategy Academy – Building stronger digital marketing plans
- Digital Acceleration Academy – Intensive three day overview of digital marketing tools and channels
- Digital Social Media Publishing Academy – Creating and managing social media on your websites
- Digital Blogging Academy – Building engagement and thought leadership through blogs
- Digital Publishing Academy – Strengthening your content and improving your customer's experience
- Digital Web Analytics Academy – Building stronger customer insights from analytics

*All prices exclude VAT which is charged at standard rates*

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Find out more and book online at [DigitalTrainingAcademy.com/socialmedia](http://DigitalTrainingAcademy.com/socialmedia)

## Digital Social Media Academy

Getting social media right can transform the marketing results of your team. Marketing is changing fast, and social media is key in building connections with consumers and building buzz about the brand. This Digital Training Academy boosts your insights by relating case studies of the market leaders to underlying theories you can apply.



**“This training helped our marketing team build a new digital plan. We avoided costly mistakes we would have made, and got the strategy right first time around.”**

Relationship marketing director, in-company  
Digital Social Media Academy.

#### Who is it for?

Designed for marketers, relationship marketers, direct marketers, marketing strategists, online marketers, email marketers, website publishers, data analysts, content editors, brand managers and research teams.

#### Different levels to match your skills...

Newcomers to social media: orientation courses  
2-5 years experience: advanced programme  
Expert agency teams: ask about masterclasses.

How can we help you? Ask our Academy Managers  
**+ 44 (0) 20 7244 9661** or email  
[Admissions@DigitalTrainingAcademy.com](mailto:Admissions@DigitalTrainingAcademy.com)

## About the Digital Social Media Academy marketing training programme

### Getting social media right for your brand

Social media, social networks, blogs and online communities have permanently changed online marketing. In this new landscape brands are in a constant dialogue with customers who increasingly play critical roles in advocacy and recommendation. The challenge for marketers is that while the rewards may be rich, the risks are greater. Their brand is just one guest among millions, and nobody is in control.

There's a new type of transparency in customer relationships. The interruptive model of advertising is weakening in favour of engagement. The challenge to persuade consumers to give their attention grows ever greater. And between Twitter, Facebook, MySpace, Google and the portals, there's a ceaseless stream of new technologies and techniques to try.

Social media needs to tie together PR, advertising, customer service and corporate messaging, and create news, discussion and entertainment customers want to engage with. With the right direction, brands can help nurture consumer generated content, boosting discussion and the reach of their messages. Web publishers have a new role in making their content exportable and participative.

### Marketing coaching to help your team get the most from social media



In 2004, brands and agencies asked us to create the Social Media Academy to help get their social media on the right track. Today it's a portfolio of courses for both consumer and business marketers, and teams at different levels of experience. It's the way to give your business the edge it needs as well as reducing risk, reducing costs, focusing agency budgets, increasing results and boosting the effects from the rest of your online activity. It's fast, effective and proven; lifting knowledge, raising skills, and boosting the confidence of a team.

We start thinking about the practical side of how to harness social media, social networking and consumer energy to give your marketing and websites increased traction, traffic and an editorial edge. We explore different types of engagement and provide practical hints and tips on how brands and website publishers can drive discussion, audience growth and sales.

#### Digital Knowledge Packs

Packed with exercises, reference material, practical examples and training course notes, this is the ultimate reference guide.

#### About the Digital Training Academy

Designed to accelerate the knowledge and skills of in-company marketing and publishing teams, the Digital Training Academy is focused on your business goals and delivered in a way that's practical, fun and engaging.

## Ten ways to boost your social media marketing

Start by evaluating if social media is right for your brand, giving your team the time and resources to explore where social media could fit in your strategy and whether it's right for the business today.

- 1. Integrated digital marketing: Think webspace, not website**  
Extend content and messaging beyond the brand website to where your customers spend their time.
- 2. Attitude: Adapt to the culture of your environment**  
Remember your brand is only one guest among millions and nobody is in control – shift the marketing team's mindset from traditional advertising towards a PR approach to build discussion.
- 3. Creating content: Create what your customers really want**  
Uncover their digital behaviour and only then start building content, profiles or tools – invest time upfront in the research and strategy rather than racing into the build, and build only what they want.
- 4. Tearable: Make it easy**  
Make your content tearable from your own sites and social media so consumers can use it.
- 5. TV: Stretch your advertising further**  
Launch TV commercials online before broadcast, giving your best customers the inside track by letting them see it before their friends – extends frequency of TV ads and builds discussion.
- 6. Listen: Listen to your customers**  
Use smart analytics to listen intensively to what's being said about your brands: monitor key blogs, social networks, RSS feed and let the findings shape management decision-making - discover the conversation but only take part when you have a clear strategy.
- 7. Track: Quantify the effect**  
Apply the same analytics so you can track the effects of your social media marketing, quantifying the reach, engagement and attitudes of customers and influencers.
- 8. Risk: Reduce risk by roleplaying**  
Think through the weaknesses in your strategies and anticipate the response to them before launch, involving stakeholders from across the organization.
- 9. Blogging: A blog is for life and not just for Christmas**  
Build corporate blogs with authenticity and engagement, using them for thought leadership in your industry rather than press releases – pilot internally and focus on how the content can be sustained so it will be engaging in months to come.
- 10. Educate: Empower your team to make the right choices**  
Remember that while social media remain relatively new to marketers, teams with good experience in traditional channels may lack the skills to develop ideas, manage their agencies or assess strategies in social media – social media marketing training increases their effectiveness, reduces risk and helps tight budgets stretch further.