



## **COURSE: SOCIAL MEDIA MARKETING FOR BUSINESS**

Online | 09h00 – 15h00 | R2 250

### **WHAT IS THIS COURSE ABOUT?**

Sign up for our Social Media Marketing for Business training session and we'll teach you everything you need to know to get your social media marketing up and running. We cover the whole shebang - from which platforms are best suited to your business, to defining your target market and creating a content plan that actually gets results.

Our training sessions are small and personal; enjoy a workshop environment that allows for plenty of interaction and hands-on learning. The course begins by establishing a theoretical foundation and ends off with a practical how-to session.

Our training sessions are informal and the course outline is often shaped by the knowledge level of the group. Come armed with questions and we'll answer them!

### **THE COURSE OUTCOMES INCLUDE BUT ARE NOT LIMITED TO:**

- Understanding the theory behind social media marketing
- Understanding the importance of social media marketing for your business
- Understanding how social media fits into your digital marketing strategy
- Defining marketing goals and objectives
- Identifying which platforms are right for your business
- Understanding the importance of content marketing
- Learning how to create your own social media strategy
- Learning how to use Facebook Business Manager
- Understanding different reporting and analytics tools
- Mastering correct social media etiquette
- Learning how to schedule posts and manage comments & queries
- Understanding the importance of crisis management
- Discovering social media best practices
- Learning about paid advertising on popular platforms



**LET US SHOW YOU HOW**

## WHO SHOULD ATTEND?

While the course is classified as a beginner course, this does not mean that it is only for those who have never used social media for business before. This course is targeted at those who already manage social media platforms for business, as well as those wanting to start social media marketing. You will be equipped with the tools necessary to run successful social media marketing campaigns. The course moves at the pace of those attending it so you will never be left behind and there will be time for all of your questions.

## WHAT ELSE IS INCLUDED?

Course material, lunch and refreshments are included. There will be a lunch break as well as tea/coffee and bathroom breaks throughout the day.

## WHAT TO BRING?

Please bring your laptop along so that you can join in on the practical session. Have the login details for your different social media accounts on hand too.

## WHO ARE THE TRAINERS?

Our trainers are skilled and experienced social media practitioners at Starbright who work on client accounts on a daily basis and take social media very seriously. Due to their vast experience in advertising for multiple industries, our trainers are able to advise you on what strategy is best for your type of business and its unique products and services.

Book today by emailing [socialmedia@starbright.co.za](mailto:socialmedia@starbright.co.za) or call us on 012 004 0080.

## WHAT ARE THE TERMS AND CONDITIONS?

- Once you have booked your place, your invoice will be emailed to you and your booking will be secured after the payment has been made.
- Payments must be made one week prior to the course date.
- No course booking will be confirmed without proof of payment prior to the course date.
- Starbright reserves the right to cancel or postpone any courses without prior notice should there not be the desired amount of course attendees.
- Should the course be cancelled by Starbright, or moved to a date that does not suit you, you will be refunded in full.
- Cancellations must be made one week prior to the course date. Upon cancellation you will be refunded 50% of the total course cost.
- Cancellations made after the cancellation date will not be refunded.
- Should the delegate not arrive for the course, fees will be forfeited.
- Should the delegate not be able to make the course, a substitute delegate may take his/her place.



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