

1	Social Media
1	Facebook Marketing
2	Deploying Other Social Media
3	Considering Email Marketing
R.R.P	£429.00

1	Facebook Marketing
1	Delivering into Facebook Marketing
1	What is Facebook, and why is it so popular?
2	Understanding the marketing potential
3	Understanding why your business needs a page
2	Creating a Facebook Marketing Plan
1	Understanding the power of word of mouth
2	Understanding your audience
3	Defining your marketing goals
4	Developing your content strategy
5	Encouraging audience engagement
6	Monitoring and reporting page activity
7	Integrating your online and offline campaigning
3	Selling Products and Services Using Facebook Offers
1	Understanding offers
2	Creating an offer for your page
3	Getting the most from your offer
4	Promoting your offer
4	Uniting Facebook with Other Social Media
1	Marketing presence offline
2	Promoting your presence offline
3	Optimising your page for search results
4	Integrating Instagram into your marketing channels
5	Getting inside your customers heads
5	Getting into Instagram
1	Promoting your brand
2	Using your account
3	Determining what is photo worthy for your brand
4	Using hash tags in your posts
5	Finding friends and fans
6	Using Instagram
6	Promoting Advanced Customer Engagements
1	Facebook messenger to communicate with customers
2	Developing a better customer experience
3	Getting started with Facebook live

2	Deploying Other Social Media
1	Leveraging Social Media
1	Thinking strategically
2	Integrating with e-newsletters
3	Integrating with press releases
4	Integrating with your website
2	Working with Twitter
1	Finding the right people to follow
2	Finding out who is talking about you
3	Responding to tweets
4	Searching
5	Tweeting like a professional
6	Sharing
7	Following the rules of etiquette
8	Hasting a tweet-up
3	Looking at Youtube
1	Understanding the basics
2	Promoting and advertising
3	Seeding a viral campaign
4	Reviewing Pinterest
1	Understanding the basics
2	Getting started
3	Getting on-board
4	Pinning
5	Following
6	Sharing
7	Driving traffic
8	Building your community

3	Considering Email Marketing
1	Understanding marketing emails
2	Sending broadcast and triggered emails
3	Building a promotional calendar
4	Creating email campaigns
5	Writing and designing effective emails
6	Getting more clicks and opens
7	Ensuring email deliverability