



## **How to create a social media marketing plan**

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This highly practical course is designed to help you understand how to reach and engage with your target audience and drive business results from your social media activity.

While most small and medium businesses understand the importance of being active on social media platforms, they often set up their accounts to tick the ‘social media marketing’ box and then dive in, posting impulsively or not at all.

But for your social media activity to be worthwhile you need a plan, a strategy to create direction that’s aligned with your overall business objectives and to measure the current outcomes and improve your results.

Delegates will be given tools and know-how to measure their social media effectiveness, clarify their target audience and understand the changes they need to make to their content in order to convert followers into enquiries, leads and sales.

## **Who’s it for?**

If you are already ‘doing’ social media but want to do it better, then this course is for you. We assume that you are familiar with the main social media platforms and want to focus to get more out of them.

## **Course content**

- An overview of the social media landscape: key platforms
- Understanding algorithms and analytics
- Clarifying your target audience
- Identifying key aims, objectives and success measures
- Creating an engaging and shareable content
- Top tools for boosting your productivity, efficiency and focus on social media

## **Outcomes**

- The role of social media in your marketing
- Your target audience, their behaviours and what makes them take action
- The key content areas you need to focus on to deepen the relationship with your fans and followers
- The importance of having a content plan so that you have consistent, relevant and engaging posts to share with your audience
- Monitoring and measuring your activity and outcomes