



Social Media Marketing: issues & mechanisms

Participants:

Pre-requisites:

- Knowledge of the internet environment (general background)
- Awareness of press relations & online marketing

Profile of the participants:

- Agency: sales engineers
- Customer: anyone in a marketing/communications centre

Training:

Description:

The emergence of social media has changed influence and opinion sharing networks. Millions of surfers have become content creators & have generated billions of opinions online. The importance of conversations that are held around a given subject is a key factor that can be measured and that must be followed. The influence of social media and the visibility of those who influence opinion continue to grow with the democratisation of use. Colleagues will be more and more involved in campaigns and your boss is already on Facebook.

How can you identify the social ecosystem around a brand?

How can you exploit communities effectively? How can you create one?

How can you set up a “social media marketing” strategy?

What are the evaluation criteria that must be followed?

Keywords: social networks, influence, bloggers, journalists, conversations, buzz

Objectives of the training:

- To understand the issues of social media marketing
- To understand the mechanisms of social media campaigns

Training plan:

- Inventory of social media?
- How can you get to grips with your social ecosystem?
- How can you set up a community strategy?
- How can you judge the effectiveness of a social media marketing action?

Practical application:

All of the subjects discussed as part of this training will be illustrated by practical cases, cases studies and exercises from your trainer’s own field experience.

Duration: 3-hour module

Prices: €400

Trainer(s):

Name of the trainer: Mathieu Genelle