

**SOCIAL MEDIA MARKETING ESSENTIALS - LINKEDIN, INSTAGRAM & SNAPCHAT**

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| **Duration**  | **1 day** |
| **Date(s)**  | **15th October 2018 (Monday)** |
| **Time** | **9.30am – 4.30pm**  |
| **Location**  | **Enterprise House, O’Brien Road, Carlow**  |
| **Fee**  | **€30.00** |
| **Trainer**  | **ASPIRE Online Services Ltd.** |

**Course Overview:**

The purpose of the Social Media Marketing Essentials for Linkedin , Instagram & Snapchat is to examine the world of social media opportunities for your business. Social media gives every business the chance to make real connections with current and potential customers at a low cost. Whether it’s a start-up business, or a growing business that is trying to move from bricks to clicks, these chances can bring challenges.

**Course Objective:**

The objective of this workshop is a group led process where businesses will learn technical skills and receive support and guidance to achieve specific, measurable Social Media Marketing business goals.

**Course Content:**

* Optimising your personal and company brand-how to set up your profile correctly
* Review key areas of Linkedin
* A marketing framework for Linkedin
* How to generate leads
* Instagram for business
* Taking a photo
* Developing a posting schedule
* How to interact with other Snapchat users
* How to get followers on Snapchat
* How to tell stories on Snapchat that will keep your audience coming back for more