**Online Marketing Pro: Strategies for Social Media Excellence**

**Duration: 4 Weekly sessions x 3 hours**

**In today's digital world, Online and Social Media Marketing stands as a pivotal channel for businesses looking to thrive online**

This workshop series is all about making social media work for your small business. Learn how to use online and social media marketing effectively. It's perfect for small businesses looking to boost their online activities.

In each weekly workshop, you'll pick up practical skills and tools. Get to know the best ways to use social media for marketing and how it can help your business grow. You'll learn how to make the most of your social media pages, connect with more people, build strong relationships with your customers, and boost your profits and brand presence. It's all about getting real results and seeing your business succeed online.

**Session One**

**Digital Marketing and SEO**

A high energy and interactive session designed as an introduction to the digital strategy and planning. The module will give participants an overview of the different elements that make up a successful digital marketing strategy. Participants will create their own actionable digital marketing plan during the session. This workshop with also explore how to plan your Search Engine Optimisation. SEOs are the processes and strategies used to optimise websites effectively, increasing the chance of people finding your business online and encouraging them to take the actions you want them to take.

**Programme Objectives:**

* Get to know the basics of marketing online and on social media.
* Understand how traditional marketing is different from digital marketing.
* Learn what you need to include in your digital marketing plan.
* Set clear goals for your online marketing.
* Choose the best online channels, methods, and content for your business and audience.
* Figure out how to target and reach the right people online.
* Plan your online marketing activities ahead of time using a content calendar.
* Create a solid online marketing plan for your business and find out how to check if it's working (measuring ROI).
* Learn how to get your website to show up higher in search engine results.
* Keep your website visible on search engines.
* Learn how to use tools like Google Analytics to keep an eye on how many people visit your site, how they behave, and how well your marketing is working.

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**Session Two**

**Content Marketing and Brand Presence**

This workshop provides participants with a comprehensive understanding of how content marketing can effectively drive growth for small enterprises. This workshop delves into the core principles of content creation, distribution strategies, and audience engagement techniques tailored to the unique needs of small businesses. Through practical insights and real-world examples, attendees will gain the knowledge and tools necessary to craft compelling content that resonates with their target audience and maximises their online presence. Whether new to content marketing or seeking to refine existing strategies, this workshop offers valuable insights to empower small business owners in the digital landscape

**Programme Objectives:**

* Understand what Content Marketing is
* Explore the different forms of Content Marketing.
* Discover the top Content Marketing trends, including the role of AI in shaping content strategies.
* Learn how to organise your Social Media content and craft compelling headlines.
* Gain tips on generating great content ideas and overcoming writer’s block.
* Create a content calendar for your business or personal brand.
* Understand what types of content perform best online.
* Learn content creation and promotion techniques used by industry experts.
* Find out how to use images and videos effectively in your content.
* Learn how to optimise your content for search engines (SEO) to increase website traffic.
* Understand how impactful Content Marketing can boost sales.
* Delve into how **Artificial Intelligence** (AI) is revolutionising Content Marketing, offering personalised and efficient content solutions.

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**Session Three**

**Social Media Landscape and Promotion**

This workshop will focus on how to run paid Social Media Campaigns that generate business opportunities. It's a practical session where participants will get their hands dirty by crafting and organising their own advertisements, as well as strategizing their entire social media campaign. Participants will learn how to grab people's attention on different social media platforms and turn that attention into real opportunities for your business. By the end of the workshop, you'll have a clear plan and the know-how to make ads that can really make a difference for your business.

**Programme Objectives:**

* How to run a successful promotional campaign on Social Media and how to get your client/customer to buy into your offering.
* Gain a solid grasp of the fundamental concepts of various social media platforms.
* Become familiar with diverse methods of promoting your business.
* Master the art of pinpointing your target audience and conducting competitor analysis.
* Understand which promotional tools are most effective for your specific business model.
* Get a comprehensive overview of major social media channels including Facebook, X, LinkedIn, Pinterest, Instagram, YouTube, Snapchat and TikTok, and understand how to leverage them for your business.
* Learn how to create and maintain a strong online presence by planning your content strategically.
* Acquire insight into the advantages and potential pitfalls of utilising social media for business promotion.



**Session Four**

**Powerful Email Marketing for Business**

This module targets businesses keen on driving sales through email marketing, a digital strategy known for nurturing potential customer relationships, keeping existing clients engaged with your brand, and fostering customer loyalty. Email marketing stands out for its cost-effectiveness, reliability, measurability, and the potential for a high return on investment (ROI).

**Programme Objectives:**

* What is Email Marketing and how can it help with business growth?
* Comprehensive knowledge of budget-friendly email marketing tools.
* Discover how to use email automation tools to send timely, relevant emails to your audience, nurturing leads and driving sales.
* Insights into the advantages of email marketing compared to other online marketing approaches.
* Guidance on the best practices and common pitfalls of email marketing.
* Strategies for handling challenges that may arise in email marketing campaigns.
* A solid grasp of the core principles of email marketing, enabling participants to confidently launch and oversee successful campaigns.