## Social Media Marketing Bootcamp

This Bootcamp takes place over four days, it is a an intensive course on all aspects of Social Media Marketing including Website Marketing, Facebook Marketing, Twitter Marketing, LinkedIn Marketing, Instagram, Video Marketing and YouTube Marketing, Designing **graphics for social media.**

#### ****Workshop 1:**** How to shoot/edit marketing videos and design social media graphics to promote your activities

What we will cover:

* How to shoot and edit marketing videos using a smartphone
* Overview of how businesses are using video for marketing.
* What equipment you need in order to shoot videos with a smartphone.
* Tips on how to shoot videos.
* Hands-on workshop – How to edit video clips into a marketing video.
* How to design social media graphics
* How to resize and edit images.
* How to add your logo to an image.
* How to add captions to an image.
* How to design a Facebook ad and a Facebook cover image.
* How to design an email graphic to promote an event.

#### ****Workshop 2:**** How to use advanced Facebook marketing tactics to promote your products and services

What we will cover:

* How to brand your page.
* How to develop a posting plan.
* How to post – best practices.
* How to grow your followers for free.
* How to increase your organic reach.

**Why Facebook marketing now involves advertising Overview of the basic and intermediate ways to advertise. How to target your audience using intermediate level techniques.**

* How to target your audience using advanced level techniques.
* How to remarket to people who visit your site.
* How to advertise to your email list.
* How to advertise to a lookalike audience within your county.
* How to design FB ads that will generate responses.
* How to grow your followers using FB ads.
* How to monitor the success of your ads.

#### ****Workshop 3:**** How to use Twitter & YouTube to promote your products/services

**What we will cover Twitter Marketing**

* How Twitter works.
* How companies use Twitter for marketing.
* How to brand your account.
* Overview of the main areas in Twitter.
* How to tweet.
* How to retweet in a way that benefits your business
* How to grow your followers.
* How to use Twitter to promote your products and services

**YouTube Marketing**

* How to create and brand your channel.
* How to upload a video.
* How to edit the settings of a video.
* How to tag your video to help it get found.
* Where to get embed code for your website.

#### ****Workshop 4****: How to use LinkedIn and Instagram for Marketing

**What we will cover LinkedIn**

* How LinkedIn works for marketing and pitfalls to avoid.
* How to setup your profile correctly.
* The benefits of a big network – how to find and grow connections.
* How to create a company page.

**Instagram**

* What is Instagram?
* Signing up for an account
* Taking a photo
* Adding captions and locations
* How to use Instagram as a marketing tool
* How to increase your followers