



HEROTEC

NETWORK PROFESSIONAL TRAINING

Social Media Marketing

Related Certificate	Social Media Marketing
Course ID	Social Media Marketing
Audience	Intermediate
Hours	45

Overview:

Social media remains an evolving aspect of our daily lives in addition to being a part of our businesses. This training program is designed for people who have some familiarity with social media already. Participants will learn to develop a social media marketing plan as a part of their overall marketing strategy, determine who should be on their team, and choose how they will measure what is taking place. In addition, we will explore some of the major social media sites and look at how specialty sites and social media management tools can take their social media marketing to the next level.

Objectives:

The Objectives of this training program will help participants how to:

- Describe the value of social media to their marketing plan
- Create and launch a social media marketing plan
- Select the right resources for a social media marketing team
- Define how to use social media to build an internal community
- Use metrics to measure the impact of a social media plan
- Manage difficult social media situations
- Describe features of some of the key social media sites, including Facebook, LinkedIn, and Twitter
- Decide whether a blog adds value to a social media plan
- Speak about specialty sites and social media management tools
- Stay on top of social media trends and adjust their plan as the online world evolves

Outlines:

1. Introduction to Marketing:
 1. Product analysis
 2. Market & competition analysis
 3. Pricing analysis
 4. Targeted audience analysis
 5. Message & Communication channel selection
2. Introduction to E-marketing
 1. Internet history introduction
 2. Power of social media
 3. Power of SEO
 4. Content providers
 5. Online advertising portals
 6. Understanding terminologies
 1. Search Network
 2. Content Network
 3. PPC
 4. CPC
 5. Creative
 6. Landing Page
 7. Impressions

8. Click through Rate
9. Ad Rank
10. Quality Score
3. Online audience
 1. Criteria of selecting your audience
 2. Targeting your audience
 3. Current statistics on online users by regions
4. Building your messages lists:
 1. Keyword building strategy
 2. Creating different bucket of keywords & phrases
 3. Key Strategies for Effective Ad Writing
 4. Specifications for Ads Within different online marketing portals

Using internet as a marketing tool:

5. Social media & online marketing: (definition tools & know how)
 1. Getting started with Facebook:
 1. Introduction to Facebook
 2. Scope of Facebook
 3. Navigating through Facebook
 4. Setup your accounts
 - Understanding business account setup process
 - Groups
 - Pages
 - Personal
 - Back-ups
 5. Facebook Ads
 - Campaigns
 - Ad groups
 - Keywords
 - Audience selections
 - Message selection
 6. Facebook Market Place
 - Understanding the concept
 - Using marketing place
 2. Twitter
 1. Introduction to Twitter
 - Scope of Twitter
 - Navigation through Twitter
 2. Twitter for business
 - Setup your account
 - Design & layout of your business account
 - Tweets creativity & subjects selection
 3. Follow & being followed
 - The art of tweets
 - Advertise for your self
 - Using other social media in Twitter
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3. Google

1. Google AdWords

- Introduction to AdWords
- Exploring key words generation tool
- Text ads
- Picture ads
- Generating reports
- Testing ad performance

2. Google AdSense

- Introduction to AdSense
- Concept of online revenue generator
- How it works

3. Google Content providers

- Learn about content providers
- Famous local & regional content provider
- Power of Google advertising network
- Using Google advertising network

4. Google Plus for Business

- Introduction to G+
- Scope of G+
- Setup your accounts on G+
- Using G+ for Business
- Advertise on G+

4. Online analytical tools

1. The power of Google Analytics
2. Introduction to Google analytics portal
3. Navigating through the portal
4. Using information provided in your campaign
5. Modify your campaign according to the analytical results
6. Leveraging AdWords Reports in Google Analytics
 - AdWords Campaign Report
 - Keyword Positions Report
 - Keywords Report
 - Filtering AdWords Related Data
7. Leveraging Goals and Funnels to Measure Conversion

5. Online content provider (business & personal)

1. Introduction to online content
2. Study on different local & regional content provider
 - Link Online
 - MSN
 - Sarmady
3. Linked-in for Business

6. Forums:

1. Introduction to forums
2. Using forums
3. Creating forum ads
4. Build your own forum

7. Blogs
 1. Introduction to blogs
 2. Using blogs
 3. Creating blogs ads
 4. Build your own blog
8. YouTube & Viral marketing
 1. Introduction to you tube
 2. Introduction to viral marketing
 3. Using YT & VM in your business
9. How to be content provider
 1. Online copyright
 2. Build your content
 3. Enriching your content
 4. Surveys on audience
 5. Register with Google AdSense
10. Generate revenue from your website:
 1. Get paid per Click
 2. Get paid per view
 3. Get paid per survey
 4. Get paid sale
 5. Online Fraud
11. E-payments
 1. Available online banks
 2. Criteria of e-payment tool selection
 3. Receiving your money
12. Online supply chain
 1. How virtual supply chain works
 2. Customer order Vs. shipping
13. Online auctions
6. Mobile Application
 1. Introduction to Mobile stores community
 2. Mobile Entertainment
 3. Mobile News
 4. Mobile Social Media
 5. I-Store:
 6. Blackberry
 7. Android
 8. Mobile applications
 9. Selling your mobile application
7. Tools Assessment:
 1. Keep track of your outcomes
 2. Automatic assessment on the objectives achievements
8. Results analysis
 1. Review your business online objectives Vs. actual results
 2. Amend your campaign according to the results outcome
 3. Re-analyze
9. Best practices for regional and International companies
10. Case studies and practice project

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