

Social Media For Small Business

Step by Step Guidance for Creating Your Social Media System

In this **Digital Technology Economy**, the use and consumption of **New and Social Media (NSM)** is changing the way business is being done while changing our world for good.



Source: Jordan Julien

Program Description

Social Media For Small Business is a six week training program that teaches everything you need to know to start using social media for business. This program provides a unique combination of online learning and on-site private coaching sessions.

How You Will Benefit

Upon completion of this course, you will have a solid understanding of social media. You will know exactly what to do to integrate social media into your overall marketing strategy. You will create tools to help you listen to the market place, identify new opportunities, and attract your ideal customers. You will understand how to strategically build online communities, collaborative relationships, and business networks. You will know how to generate leads and close more online business.

What You Get With Social Media for Small Business

- 6 facilitated coaching sessions on Digital and Social Media Marketing
- Weekly review and feedback from your Digital Marketing Coach with unlimited remote support
- Enrolment into Sweet Spot Internet Academy www.SweetSpotInternetAcademy.ca which hosts a full suite of online tools and resources which you will have access for a set period of time
- Enrolment into a dedicated online Marketing Coach website for online collaboration and discussions between you and your Digital Marketing Coach through the duration of the program
- An installed Social Media Digital Marketing System that integrates with your Marketing Plan and in alignment with your business development goals and objectives

Social Media For Small Business

Step by Step Guidance for Creating Your Social Media System

Social Media for Small Business is a coaching and training program which incorporates the development of a plan of action based on a social media system created by one of the leading digital technology and social media marketing practitioners. The end result is that you are able to effectively and efficiently integrate social media into your overall marketing and business development plans.

How does Social Media For Small Business Work?

You will be guided step-by-step on the creation of your social media system through six coaching sessions facilitated by Nancy Beth Guptill, augmented by a full set of on-line tutorials. The on-line course content is delivered sequentially over five lessons in a practical and logical fashion. As you complete a lesson, new content will appear every 7 days until the entire course is revealed. Then you will have access to the entire course for a set period of time.

Each lesson begins with an overview presentation of the material, action steps at the end of the lesson and a group of support videos and training that relate to that lesson's action steps. At a scheduled time each week you will have a 2.5 hour session with your digital marketing coach to review the materials and get valuable feedback.

Orientation - In this session we will discuss the keys to successful small business marketing and how social media marketing integrates with your overall marketing plan.

Session One – Creating a Social Media Strategy

Before choosing your social media tactics you need to align your activities with your objectives. One of the best ways to do this is to listen first. In this session we will design your social media listening station. Special topics covered are Google News and Alerts, using a Social Media Dashboard and the Basics of Twitter Search.

Session Two – Optimizing Brand Assets

Social media sites afford a great opportunity to create outposts for your content. In this session we will look at the best ways to create and optimize profiles and other social media real estate. You will get some hands on practice at setting up personal profiles, search profiles, Facebook, Twitter, Pinterest, using YouTube Videos, and optimizing Linked-In Profiles and other Brand Assets.

Session Three – Blogging for Business

Maybe you have a blog, but certainly you've heard all about them. In this session we will dive deeply into why every small business should consider a blog the central hub of their social media strategy. Session will include discussion of best practices. You will also receive practical hands-on guidance for setting up and customizing your blog.

Session Four – Social Networking and Networks

Creating profiles on the major social networking sites isn't enough. In this session we will cover the best practices for creating engagement on Twitter, Facebook and LinkedIn.

Session Five – Managing the Beast

The burden of attempting to keep up with the set of actions required to participate fully in social media can easily overwhelm. In this session we will create your social media system in an attempt to bring it all together so you can balance input with ROI.

INVESTMENT:

- **PROGRAM FEE: \$2,700 (+ HST)** Private Training on-site at your place of business
- **PAYMENT SCHEDULE:** You will make three instalment payments of \$900 (+ HST) each
- **COMMITMENT:** All participating staff must commit 3-5 hours a week to complete assigned exercises
- **CONTACT:** Nancy Beth Guptill at 902-724-3330 or nancybeth@sweetspotmarketing.ca