

SOCIAL MEDIA ADVANCE [TEC004]

Advancing to the next level on Social Media & Monetizing your efforts

SAQA Unit Standard: 115792

Credits: 5

NQF level: 5

Course Duration: 2 days

OVERVIEW:

This course aims to equip business practitioners with using the tools of Social Media to provide solutions to both common and complex business challenges. The course also focuses on giving you the know-how to navigate this digital world to create unique opportunities for your business from a management level, by giving your customers an interactive brand experience they will value, to assist the business in reaching the goals of customer brand loyalty, market share, and bottom line growth.

Course Participant:

This course would suit a management level business practitioner who wants a broader and deeper understanding of Social Media on how best to apply Social Media to business practices.

The only requirement is that attendance with an open mind is key.

Course Outline

The Social Economy

- An all-encompassing introduction to the world of Social Media
- making sense of the history, the future, the jargon, the main players, & the myths...busted
- Why Social media is the new economy

Broad Spectrum Business Integration

- Customer Relationship Management in the Digital era : SRM is the new CRM
- Query and complaint resolution in real time...service excellence with a 😊
- Networking without leaving your office or home
- Project / Programme Management : who does it, who manages it, who budgets for it
- Understanding the role of a Social Media practitioner in your business
- Determining success and failure : benchmarks, agreed terms of performance, reviews

The great Marketing Revolution

- Brand Positioning for a digi-generation : Awareness, Advertising, and Added Value
- Every marketer's 'Holy Grail' : Attaining brand advocacy
- Creating conversations for customer engagement & connecting with your audience
- Stronger brand relationships through online community building
- Social Media reinventing the PR and Media Relations playbook
- A perfect marriage made in Marketing Heaven – Social Media and Smartphone mobiles
- Crisis management in the age of Social Media
- Online reputation management
- Measurement and Monitoring : helping you achieve 1:4 Marketing ROI
- Building Social Equity : SEO meets Social Media
- Developing a Marketing Strategy for a new age

Social Media in the Workplace

- Employee engagement : no meetings required
- Human Resource Management in the age of Social Media (Recruitment, Employee related policies, Time Management, Training and Development, reward & recognition, etc.)
- IT's new challenges
- Who 'owns' Social Media – IT or Marketing ?
- Mind the gap – Managing a generation that doesn't know a world without Social Media and being Managed by a generation who may not care about it

Monetising Social Media

- Social Media sales strategies : lead generation, Cross-selling & upselling
- Business Development : New media not so new anymore
- Getting the edge over Competitors
- Finding inspiration for product development innovation
- Customer database clean-ups a thing of the past
- Market segmentation, market analysis, market retention : statistics are just a click away

Case Studies

- Case studies will be used in as many aspects of the course as possible to illustrate the power of Social Media when it's done well and also when it's done with detrimental effects