



LIVE SEMINAR

The Social Media Marketing Conference

2-DAY CONFERENCE



THIS SEMINAR AT A GLANCE:

- Choosing the right social media platforms: which sites are most effective for building your business, increasing internet presence, boosting site traffic and communicating with customers?
- Finding your social media “writing voice” —tips, tricks and fresh ideas for creating compelling content, posts, updates and status reports.
- And much, much more!

Who will benefit:

This seminar is for anyone interested in including social media marketing strategies in their overall marketing plan, such as professionals in:

- Marketing
- Sales
- Advertising
- Public Relations
- Management and Supervision
- Corporate Communications
- Business Strategy
- Copywriting

The Social Media Marketing Conference

S E M I N A R S U M M A R Y



Take full advantage of what social media has to offer!

For those just getting started – or those struggling to improve an existing campaign – the possibilities can be overwhelming: Facebook®, LinkedIn®, X® (formerly Twitter®), YouTube™, Instagram®, Tumblr®, Snapchat, and don't forget blogging! How do you decide which social media platforms are right for your business when there are so many out there? Which will best help you achieve your goals? How do you create a social media campaign that will build brand awareness, increase revenue, drive traffic to your website and help you interact positively with customers and prospects?

This conference was designed to help you navigate the most influential platforms, boost your social media marketing understanding and learn how to reap the many benefits that go hand in hand with a smart, well-planned social media marketing campaign. Explore the latest trends in social media, take a look at exciting new marketing techniques and gain a social media “tool box” chock full of tools, tips, tricks and how-tos.

PROGRAM AGENDA

Opening Session: What's all the Buzz about Social Media?

Start the day with an eye-opening look at social media: what it is, how it works, the latest trends and developments and what you need to be aware of to fully utilize its powers for your own organization. This session will guide you in defining your goals to help you decide which tracks and sessions are the best fits.

DAY 1: Social Media Content

Social Media 101 — A Social Media Primer

- Who's using which platforms
- How to get started on presence platforms like Facebook® and LinkedIn®
- Strategies for using communication platforms such as Twitter® and blogs
- When to utilize media sharing platforms like YouTube™, Instagram® and Pinterest®

Where, When and What to Post

- Learn to leverage the power of social media
- Discover how often you should be active on each of the platforms you've included in your business' marketing goals.

Writing for Social Media

- How writing for a social audience differs from writing for a “nonreciprocal” audience
- Hashtags, acronyms, character limits and jargon – How to decode a platforms “voice” and cultur
- How much content can you reuse, recycle and repurpose?
- The importance of being authentic, personable, friendly and knowledgeable.
- Tips, tools and tricks for creating killer headlines and irresistible openings

Today's Social Media Successes: Case Studies and Examples

Examples of corporations, small businesses, not-for-profits, educational organizations and more who are using the power of social media to market their business successfully.

Day 2: Social Media Strategy

Why Use Social Media?

- Strategies for generating revenue through social media
- Business-to-Business and Business-to-Consumer social media models
- How to grow your followers through the marketing power of “likes,” “re-tweets” and “comments.”
- How to integrate your traditional marketing channels with social media marketing

Choose the Right Platforms

- The “top tier” platforms and how to use them • The “second tier” platform benefits
- Learn to harness the power of cross-platform branding
- How and when to expand your social media footprint

Measuring Social Media Success

- What is the most important social media metric?
- What can you measure? “Tweets”? “Likes”?
- “Comments”? Page views? . . . how do you use that information?
- The basics of Web analytics and how they can help guide your choices

Successful Social Media Campaigns: Case Studies and Examples

- The elements of a successful campaign
- Examples of successful campaigns from a variety of industries
- Best practices, tools and tips for creating, launching and maintaining campaigns that accomplish set goals

Continuing Education Pryor Learning, LLC (and its Fred Pryor Seminars and CareerTrack divisions) is an approved provider of credits through NASBA, HRCI, PMI® and SHRM. Visit our Please refer to the course description page for specific credit eligibility. <https://www.pryor.com/continuing-education/>

Registration Information

Enroll Today!

Online: [pryor.com](https://www.pryor.com)

Phone: 1.800.780.8476

Email: customerservice@pryor.com

Additional information can be found in our FAQs:

<https://www.pryor.com/faq/>

Cancellations and Substitutions

We appreciate that this is an important investment for you and your company and would like to accommodate your needs the best we can. Prior to the event you may transfer your attendance to a future session or send someone to take your place. If you are unable to attend, you will be responsible for the entire fee.

PryorPlus

Get more for you or your team with a PryorPlus annual pass:

- ☑ Free attendance to hundreds of live virtual and in-person seminars
- ☑ 24/7 access to more than 5,000 recorded and on-demand courses
- ☑ Microlearning, quizzes, video, eBooks, webinars and more
- ☑ Earn professional credits: CEU, CPE, HRCI, PDC and PDU

Learn more at <https://www.pryor.com/unlimited-training/>