

Facebook and Twitter for Marketers:

Using Facebook and Twitter to Enhance Your Marketing Strategy



San Diego, CA December 7-8

Philadelphia, PA March 1-2

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Save up to \$200 when you register early!
Visit the website for full details.

Take-aways

- How to target your audience and reach them
- How to develop a content strategy that can drive sales
- The various channels available to marketers on Facebook including personal profiles, groups, fan pages, events, causes, etc.
- How to evangelize friends, fans and followers to help feed your sales pipeline
- Etiquette, rules of engagement and community-building best practices
- How to develop your brand successfully
- Tools to analyze and measure results

Facebook and Twitter have become standards in social media marketing. The opportunities to build awareness, community, and sales potential are plentiful, but it can be daunting if you don't know the ins and outs. To truly integrate these powerful channels into your marketing efforts, you need a solid understanding of etiquette and best practices. And like most efforts, creating a marketing plan, executing it and measuring results is essential.

This Training Series will provide the actions and steps you need to develop and implement marketing plans on Facebook and Twitter that deliver tangible results and impact the bottom line.

Note: You should bring a WiFi enabled laptop to this session.

Bernie Borges

Founder and CEO, Find and Convert, and Author, *Marketing 2.0: Bridging the Gap Between Seller and Buyer through Social Media Marketing*

Mr. Borges helps companies get found on the web in order to build profitable and measurable relationships. Find and Convert sets up and implements organic and paid search marketing strategies, and social media marketing strategies. Mr. Borges is a podcaster, blogger and frequent speaker on social media trends in business. His book, *Marketing 2.0: Bridging the Gap Between Seller and Buyer through Social Media Marketing* is a playbook for small and mid-size businesses eager to develop their social media marketing strategy or take it to the next level.

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Day 1

Facebook overview

- History, demographics, worldwide reach, personal uses, business uses

Profile basics and security

- Setting up and maintaining a personal profile
- Selecting the security settings that work best for you

Fan pages and groups

- Creating and promoting a fan page, getting ROI
- Create or join groups? How are groups different than fan pages?

Events

- When appropriate to create events?
- Promoting events

Causes

- When appropriate to create a Cause? Associating with Causes.

Sharing with other social networking platforms

- Pluses and minuses of sharing your content on Twitter, LinkedIn and other social platforms

Applications

- Risks and upsides of connecting third-party applications

Unwritten rules of etiquette

- Do's and don'ts to be aware of

Facebook workshop

- Hands-on exercises, reviewing good, bad and ugly Facebook marketing

Day 2

Twitter basics

- History, worldwide reach, personal and business uses
- Key Twitter terminology

Twitter profile

- Importance of having a profile strategy, designing a persona

Develop a Twitter following

- Strategies to grow your Twitter following

Branded Twitter marketing

- Developing the strategy, measuring results

Hashtags

- What are hashtags, how to use them

Using Twitter at events

- Advantages to using Twitter before, during, after events

Twitter tools

- Review of productive tools for Twitter use and measurement

Twitter etiquette

- Do's and don'ts of using Twitter

Twitter integration with Facebook and LinkedIn:

- Risks and upside of integration

Twitter workshop

- Hands on exercises, reviewing good, bad and ugly Twitter marketing

Wrap-up

- ROI discussions, taking it back to the office and next steps