

# Social Media Marketing: *Put the Social Web to Work Attracting Customers and Growing Your Business*

New York, NY May 25-26

Washington, DC October 12-13

MarketingPower.com/SocialMedia • 800.AMA.1150

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



## Take-aways

- The skills and tools you need to present a social media based marketing program to your colleagues, win internal support for it, and successfully implement it
- Learn how to assess your audience and choose the most effective social channels
- Learn to monitor and track customer sentiment, and how to use this to guide product development and launch campaigns
- Discover how ratings and reviews can drive your social media program
- Uncover how to spot the traps and avoid the pitfalls that exist on the social web

Do you know what's being said about your products on the social web? If so, do you like it? Without the practical skills to participate, positive conversations aren't being tapped while negative discussions are left unchecked. Not being able to capitalize on this important new medium translates directly into a competitive disadvantage.

In this innovative program, you will build a real social media presence from the ground up. Learn how social media drives the purchase funnel. Gain knowledge of how customer stories make their way onto the social web and then come back through the purchase funnel. Learn about the flow of customer-generated content as you learn how to create a solid social media-based marketing program. Best of all, you'll see how to avoid the pitfalls that exist in the new world of social media.

This workshop will also teach you how to tap the power of the collective within your organization and how to apply it in both marketing—where you set your customer's expectations—and operations, where you deliver on them. Real cases will show you some of the best (and worst!) practices, identifying the key metrics and measurements as you go. Plus, you'll be doing real work as you build a functioning social media program right in the classroom using the tools, tips and techniques featured throughout this workshop.

## Dave Evans

Author, *Social Media Marketing: An Hour a Day*

Mr. Evans leads marketers and operations professionals through social media following a proven, practical approach that combines strategy and tactics with quantitative measurement. His comprehensive, easy-to-follow guidebook, *Social Media Marketing: An Hour a Day*, is a number one ranked title across multiple marketing and business categories on Amazon.

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## Day 1

### **Program Introduction: Understanding Social Media**

- The basics of social media-based marketing
- Key terminology and concepts
- How social media marketing integrates with your current efforts
- How social media drives the purchase process
- How the flow of customer generated content through blog posts and videos of your product in your customer's hands has become a powerful new force

### **Social Media Metrics**

- How to measure the impact of social media and tie it into your conversion process
- How to apply social media marketing and measurement techniques the right way

### **Working Lunch: Meet Your Selected Organization**

#### **The Social Media Channels**

#### **Creating Your Framework**

#### **Strategy and Implementation Case Studies**

## Day 2

### **Define Your Social Media Approach**

### **Create Your Working Social Media Marketing Plan**

### **Present Your Plan**

### **Build and Launch Your Social Media Program**