

MARKETING THROUGH SOCIAL MEDIA

COURSE DATE

07 - 09 November 2012

COURSE DURATION

3 days – 08:30 to 16:30 daily

COURSE FEES

R10 570 (excl. VAT) per delegate

5% discount
for enrolment 2 weeks
prior to course date

WHAT'S INCLUDED

Provision of the course by AstroTech includes:

- > Dynamic & knowledgeable facilitators
- > A quality folder, notepad & pen
- > Training file & CD
- > High quality training venue
- > Parking
- > A course attendance certificate
- > Lunch and refreshments

REGISTRATION DEADLINE

Your completed enrolment form must be received prior to the start of the scheduled course.

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☆ COURSE OVERVIEW

Social media marketing is becoming a phenomenon that can no longer be ignored and needs to form part of any corporate marketing strategy. But the rules of the game are very different from both traditional and web marketing and to reap the rewards and avoid the disasters, you need to know what you are doing. To assist in this regard AstroTech is running a course called "Marketing through Social Media".

The course covers the following key topics:

- > Traditional marketing vs social marketing
 - > Developing a social networking strategy
 - > Integrating on-line with off-line
 - > What kind of social media is appropriate to your business?
 - > Social media options including:
 - > Facebook
 - > Twitter
 - > You-Tube
 - > LinkedIn
 - > and many others
 - > The differences between a fan page and a corporate website
 - > The role of the corporate website in social media marketing
 - > The power of viral marketing
 - > Campaign creation, management and measurement
 - > Brand building or revenue generation?
 - > Engagement with your market
 - > Reputation management
 - > Dealing with two-way conversations while you have been used to one-way
 - > Dealing with on-line criticism
 - > Nurturing fans that stick up for your brand
 - > Metrics and performance
 - > Acquiring "fans", "friends" and "followers"
 - > Social marketing and company policy
 - > The involvement of the legal, IT, PR and marketing departments
- ... AND MUCH MORE!



COURSE INFORMATION

★ WHO SHOULD ATTEND

- Marketing professionals
- Brand managers
- Marketing co-ordinators
- Marketing project managers
- PR professionals
- IT professionals
- Anyone else involved in corporate or social marketing

★ OUTCOMES

After attending this course attendees should:

- Understand what social marketing is and how it can apply to your company
- Learn how to develop a social marketing strategy for your organisation
- Understand the different social media platforms and what is most suitable when
- Understand the “new rules” of marketing such as how to deal with criticism in an on-line forum and how to engage with your market
- Understand what you can expect social marketing to achieve for your business

★ TAKE HOME TOOLS

- A detailed manual, workbook and CD
- A quality folder, notepad & pen
- One month of free telephonic and e-mail support included

★ SETA ACCREDITATION

AstroTech Training is accredited as a Training Provider with the Services SETA (No. 3852)

Make sure that you complete your Workplace Skills Plan, and you can claim back the relevant percentage of your Skills Development Levies!

★ THE VENUE

The course will be held at the AstroTech Conference Centre, in Parktown, which boasts the unusual combination of an upmarket business venue, security and convenience, in a setting which captures the historic grace and style of Johannesburg’s golden era.



Centrally situated, you can step off the Gautrain at the Rosebank station, or exit the M1 at the Joe Slovo/Houghton Drive offramp, and we are just around the corner.

For a list of accommodation options nearby, visit www.astrotechconf.co.za/accommodation

★ LEVEL 1 BBBEE STATUS

Spending with AstroTech counts twice! You can claim 135% of any training spend with us towards your Procurement scorecard, and everything spent with us on training your qualifying staff will count towards your Skills Development target!

★ TERMS & CONDITIONS

- If the course is not held for any reason, AstroTech’s liability is limited to the refund of the full course fee.
- Should course expectations not be met for any reason, delegates are given the opportunity to leave before lunch on the first day, and receive a full refund of the course fee.
- Payment is due before the start of the course, unless other terms form part of our Supplier/Client agreement.
- Failure to pay on time does **not** constitute cancellation of the booking, and the Terms and Conditions applicable to Cancellations and Postponements as set out below will apply.
- To avoid possible additional costs, **WRITTEN NOTICE** of any changes to your booking must be received at training@astrotechtraining.co.za within the following timeframes:
- **CANCELLATIONS:**
 - CANCEL WITHOUT COSTS:** If you advise us BY EMAIL **at least SEVEN** calendar days before the course
 - PAY 50% OF THE COURSE FEE:** If you advise us BY EMAIL **less than SEVEN** calendar days, but more than 24 hours before the course
 - PAY 100% OF THE COURSE FEE:** If you advise us BY EMAIL **less than 24 hours** before the start of the scheduled course, OR if the delegate is **ABSENT** without notification
- **POSTPONEMENTS:**
 - WITHOUT COSTS:** If you advise us BY EMAIL **more than THREE** working days before the course
 - WITH ADDITIONAL FEE (R1,430 PER DELEGATE):** If you advise us BY EMAIL **THREE or less** working days before the course starts, or if the delegate is **ABSENT** without notification, but still wants the option of postponement
- The invoice for the training remains due and payable as at the scheduled start date of the original course booked, and payment terms are not extended for postponements or exchanges to future courses.
- Postponements must be utilised within a maximum of **SIX** months from the scheduled date of the original course booked, or the course fee will be forfeited.
- Once you have postponed, the **CANCELLATION** terms above **no longer** apply to the future course, and you cannot subsequently cancel the booking without being liable for the full course fee.
- Special promotions applicable to the original course dates will **not** carry over to the postponed dates where the new dates fall outside of the promotion period.
- **PRESENTERS**
Should it be necessary, AstroTech reserves the right to substitute the presenter.
- **COMMUNICATION**
When a person registers on AstroTech’s website, is registered on an AstroTech course or sends an email to AstroTech, that person consents to receiving communications electronically or otherwise by AstroTech and/or its business partners.
- **DISCLAIMER**
AstroTech will not be held responsible for any loss, damage or harm, direct, indirect, consequential or otherwise and howsoever arising that may be caused to any person or property during the providing of any services by AstroTech to the client.

