

SOCIAL MEDIA FOR BUSINESS

IN-HOUSE TRAINING

WHAT'S INCLUDED

AstroTech Training will provide:

- A detailed manual/workbook and electronic copy of course material
- Professional presentation of the course content, case studies and practical exercises
- One month of free telephonic and e-mail support included
- Certificate of completion
- Delivery of course material *(unless otherwise arranged)*
- Travel and Accommodation for the Facilitator *(if required)*

PLEASE WILL YOU PROVIDE:

- A suitable training venue with data projector
- White Board and/or Flip Chart and markers
- Lunch and refreshments daily

TEL 011 582 3200 / 0861 ASTROTECH
FAX 011 582 3201 / 0861 ASTROFAX E-MAIL TRAINING@ASTROTECHTRAINING.CO.ZA
PRIVATE BAG X80500 HOUGHTON 2041

0861 ASTROTECH
WWW.ASTROTECH.CO.ZA

★ 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 "Social Media Marketing".

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

★ LEVEL 2 BBBEE STATUS

Spending with AstroTech counts twice! You can claim 125% 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!

★ TAKE HOME TOOLS

- A detailed manual/workbook and electronic copy of course material
- Notepad & pen
- One month of free telephonic and e-mail support included

★ TERMS & CONDITIONS

- **PAYMENTS:**
Payment terms are **30** (thirty) days from date of course completion. The final invoice will be based on the **confirmed minimum number of delegates** provided as follows:
COURSES INSIDE GAUTENG: At least **SEVEN** working days prior to the course
COURSES OUTSIDE GAUTENG: At least **TEN** working days prior to the course
Absent delegates are charged for.
- **POSTPONEMENTS:**
POSTPONE WITHOUT COSTS: If you advise us **at least TWO** weeks prior to the course
PAY 25% OF THE COURSE FEE: If you advise us **less than TWO** weeks prior to the course
PAY 100% OF THE COURSE FEE: If you advise us **within ONE** week of the scheduled course
Once you have postponed, you **cannot** subsequently **cancel** without being liable for the **FULL** course fee.
A new date convenient to both parties will be agreed upon, however all postponements need to be utilised within **SIX** months of the original scheduled course date.
- **CANCELLATIONS:**
CANCEL WITHOUT COSTS: If you advise us **at least TWO** weeks prior to the course
PAY 50% OF THE COURSE FEE: If you advise us **less than TWO** weeks prior to the course
PAY 100% OF THE COURSE FEE: If you advise us **within ONE** week of the scheduled course
- **PRESENTERS:**
Should it be necessary, AstroTech Training reserves the right to substitute the presenter.
- **VENUE:**
If you have chosen to use the AstroTech Conference Centre as the venue for your training, the terms and conditions specific to Conferencing will be provided separately for your acceptance and signature.
- **COMMUNICATION:**
When a person registers on the AstroTech website, is registered on an AstroTech course or sends an email to AstroTech, that person consents to receiving communications electronically or otherwise from AstroTech and/or its business partners.
- **DISCLAIMER:**
AstroTech Training 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.