

Social Media for Business

The majority of businesses using Social Media today are “broadcasting” generic sales messages out into the ether in the hope that this may lead to some sales in the future. In our experience, this is not an effective strategy.

So why does your business need to use Social media? Is it to get more direct sales? Are you looking to build your brand? Is it another avenue where you can talk to your customers or are you looking to help your recruitment drive?

Whatever your reasons, there is so much more that you could be doing! Fortunately, we are here to help you embrace social media in order to market your business in a new and exciting way.

The in-house program focuses on reinforcing the “WHY” your business deserves to exist! People are soon “turned off” by systemised sales messages. However, it is this “WHY” that your target market will engage with on Social Media and we can help you achieve this.

Key course topics are:

- How to create your “WHY”
- How to build your positioning
- How Attitude is Critical
- How to create great content
- Which social media platforms to use
- How to create your action plan
- Lifetime support via a bi-weekly live online 1 hour Q&A session

Recommended for:

- Businesses looking to make sense of their social media strategy
- Companies wanting to identify what social platforms to use
- Businesses looking to embrace “Social Selling”
- Companies looking to have a dedicated Social Media department

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