

Grow Your Business With Social Media

Don't get left behind! Hit the ground running and take the fear out of social media to embrace the power it holds.



Enroll Today!



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P.O. Box 219468
Kansas City, MO
64121-9468



ONLINE

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PHONE

1.800.556.3009

Create your own social network and hit the ground running

Are you looking to add a social media campaign to your marketing mix, but don't know where to start? We take the guesswork out of the whole process and present a step-by-step action plan for putting the power of social media to work for you. Online tools, real-world dos and don'ts, marketing ideas, strategies for success — it's all here, in a remarkable one-day workshop you won't want to miss!

Here's just some of what we'll cover:

- **Facebook®, LinkedIn®, Twitter™, YouTube™, Instagram and more!** — understanding the different social media platforms
- **Determine which platforms are best** for meeting your organization's goals
- **Setting up your own social network** — from initial marketing plan to growing your audience
- **Hits? Views? Fans? Tweets? Likes?** How — and what — you should measure to gauge social media effectiveness
- **Managing your online reputation:** dos and don'ts for handling negative criticism and comments
- **Case Study Time:** What makes other companies' social media campaigns successful?



EXPRESS CODE

916635

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CAREERTRACK

This course qualifies for
CPE credits.
See details on page 7.

Survive and thrive in the social media madness

Does it seem like these days *everyone's* "liking," "tweeting," "following," "tagging," "pinning," "streaming," "sharing" or "blogging"? Are you feeling the pressure to jump on the social media bandwagon, but concerned that you don't have enough information or expertise to do it properly? Don't stress about it! We'll show you how to take full advantage of social media's strengths, easily incorporate a social media program into your organization's marketing strategy and join the rest of the interactive online business community.

No social media experience? *No problem!*

That's what we're here for. This workshop teaches you everything you need to know about social media in just one exciting, power-packed day of training. Ready to roll up your sleeves and get to work? Here's just some of what we'll cover:

- Learn to choose the platforms that best fit your organization's marketing needs (Facebook? Twitter? YouTube? LinkedIn? Instagram?)
- Gain stellar strategies for developing a well-thought-out marketing plan that incorporates the most effective platforms
- Create a content calendar that will eliminate "blank page syndrome"
- Find ways to monitor your plan's effectiveness by measuring results and determining ROI
- Evaluate your plan based on results in order to maintain the status quo or change gears to ensure greater success

Social media marketing is not just about online tools, hot technologies or the latest communication platforms. It's about understanding and meeting the demands and expectations of today's online consumer. What you learn here will help you identify what your best customers and prospects want from you, show you how to connect with them through their preferred media outlets and use social media strategies to attract a greater market share and grow your business.

The beauty of social media as a marketing tool lies in its flexibility and adaptability. New product announcements, changes in services, sales pricing, special promotions, need-to-know customer information — whatever you wish to communicate can be instantly accessible to your most important customers and prospects.

Grow Your Business With **Social Media**



Join the online action and reap the benefits!

Savvy marketers have made social media a part of their business marketing plans for one very good reason — it works! When it comes to driving traffic to your website, generating “buzz” and interest about your products and services, creating a real-time, personal connection with prospects and customers and generating qualified leads your sales team can act on right away, nothing beats social media. Time and again, companies with a strong social media presence are coming out ahead, and their success shows in their bottom line.

Social media marketing is cost-effective, flexible, responsive, measurable and relatively easy to get up and running. The benefits far outweigh the risks, and the payoffs can be lucrative. In short, opting to create a social media presence for your organization is one of the smartest marketing decisions you can make.

Avoid Social Media missteps ...

As great a resource as social media marketing is, there is definitely a margin for error if you aren't up to speed on the fundamentals. That's why this seminar is so essential: we've done the research, hired the experts and developed the curriculum. All that's left for you to do is show up, listen and learn!

Social media is serious business — and the companies who are successful are those who have done their homework.

This workshop takes you behind the scenes of some of today's most successful social media campaigns and reveals who's doing it right — and who's doing it wrong. We'll show you real-world instances of social media strategies that paid off for organizations of every size and type, resulting in more hits, more sales, more profits and more positive feedback. On the flip side, you'll learn exactly why certain organizations' social media campaigns fell short, and what you can do to avoid their mistakes.

Who should attend?

Professionals in marketing, sales, advertising or public relations, corporate communicators, business strategists and small business owners — in short, anyone who wants to include social media strategies in their overall marketing and communications plan.

Training that's 100% guaranteed, 100% of the time!

Our seminars are **100% SATISFACTION GUARANTEED!** We're confident that you'll come away with all the skills, tools, techniques and information you need to successfully pilot your own social media marketing campaign. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your seminar attendance stating the reason you were not satisfied, and we'll arrange for you to attend another one of our seminars or receive a full refund — *hassle-free*.

Grow Your Business With Social Media — Your Course Agenda

Social Media Basics

- What is social media?
- The social mindset — how modern consumers relate and communicate with online media
- Categories of social media platforms, characteristics and limitations
- Social media platforms: Who they are and what they do
 - Top platforms used by marketers
 - Who is using them and why
 - What content works best on each platform
 - Which platform would be a good fit for you

Creating a Social Media Strategy

- Research your current online positioning — What are people already saying about you? What do they want to do that they currently can't?
- Define your goals and objectives regarding social media — what do you hope to achieve?
- Evaluate the resources required (technology, personnel, training, etc.)
- Should you hire a Social Media Manager or can your current staff handle the job?
- Facebook? LinkedIn? Twitter? YouTube? Determine which platforms will best meet your goals (many companies use multiple platforms to reach their customers)
- Discover lesser-known platforms that might be just what you need to supplement the “big guns”

Preparing for the Legal Implications

- Define “rules” for customer participation and develop Terms of Use
- Define internal policy for content and develop procedures for who, when and what is posted publicly
- Be aware of what content puts you at risk for legal liability
- Prepare damage control and crisis communication contingencies when negative or damaging content is posted about your organization

Executing Your Plan

- Create a launch checklist and rollout timetable — here's your step-by-step action plan
- Learn the best ways to create an instant online presence and get your name in front of customers and prospects
- Understand why it's wise to start small and build momentum as you go along
- Get to know your social audience, engage them and connect with them

Measuring Your Success

- How do you measure success? Tweets? Pins? Likes? Hits? Responses? We'll show you how to develop metrics and measuring techniques based on your campaign to measure its effectiveness
- Measurement tools for different social media platforms
- Not all results are measurable — how to define what you can and can't measure
- Determining your Return On Investment (ROI)





Case Studies – Who's doing it right? Who did it wrong?

- Facebook success stories you can apply to your own social media goals
- LinkedIn for the B2B marketer – what this can mean for you
- Successful blogging – writing content, posting and responding
- Best practices you can use to ensure your own social media success story
- Building an online community – other companies are doing it, and you can too

Trends in Social Media – What's new, what's hot and what could be next?

Social media is here to stay, so keeping up with new platforms, trends and technologies is critical for today's marketers. We'll take a look at what's on the horizon, and give you an educated overview of what's next in social media marketing.

Our seminars and workshops are proven performers right out of the starting gate

At CareerTrack, we put in hundreds of hours testing, revising and developing our programs. Our content reflects the best practices, proven strategies and revolutionary ideas that are being put to use in successful organizations right now. We'll never waste your time or insult your intelligence by rehashing tired concepts or worn-out material. Our topics feature up-to-the-minute information that is highly relevant to today's business professional and ready to be put into practice immediately.

This program was created by social media experts who have helped countless individuals and corporations implement online marketing and networking strategies. It's a comprehensive, power-packed training program designed to help you grow your business, increase revenue, boost brand and company awareness and establish a positive online presence with your customers.

Grow Your Business With Social Media

Tired of hit-and-miss training?

***Choose CareerTrack consistently.
There is a difference.***

1. This is real training.

We respect your time — and your intelligence. Our course content is soundly researched and designed by expert educators for maximum learning.

2. You get the best in trainers.

Our seminar leaders receive the best coaching in the industry. At a CareerTrack seminar, you can always count on learning from knowledgeable experts who know how to teach. Past attendees have rated our trainers higher than 9.0 on a 10-point scale.

3. You see great seminar materials that work.

That's because we have professionals — writers, editors and graphic artists — produce them. Compare our seminar materials with those from other organizations, and you'll see the difference.

4. You get what we promise.

We don't lure you to our seminars with a long list of unrealistic promises. Our promotional materials are carefully cross-checked for accuracy against course content.

Free Digital Resources for Every Participant



Your registration includes a variety of seminar resources that highlight pertinent information. These materials are offered digitally — making learning interactive and easily accessible. Reference these materials time and time again to recall key points and problem solve.

Grow Your Business With Social Media

Registration Information

Hurry, our seats fill *fast*. Guarantee your enrollment by paying your tuition today. You will receive a confirmation once your registration is complete. **Payment is due before the program.**

Quick Confirmation! To receive your confirmation within 48 hours, please complete the Quick Confirmation section of the registration form. Be sure to provide us with your email address and/or fax number.

Cancellations and Substitutions

You may cancel your registration up to 10 business days before the program, and we will refund your tuition less a nominal cancellation fee. Substitutions and transfers may be made at any time to another program of your choice scheduled within 12 months of your original event. Please note that if you do not cancel and do not attend, you are still responsible for payment.

Please Note

- You will be notified by email, fax and/or mail if any changes are made to your scheduled program (i.e., date, venue, city or cancellation).
- Walk-in registrations will be accepted as space allows.
- For seminar age requirements, please visit <http://www.careertrack.com/faq.asp#agerequirements>.
- Please, no audio or video recording.
- You will receive a Certificate of Attendance at the end of the program.

Tax-Exempt Organizations

If you are tax-exempt, enter your tax-exempt number in Section 4 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate with your registration for payment processing.

Tax Deduction

If the purpose of attending a CareerTrack program is to help you maintain or improve skills related to employment or business, expenses related to the program may be tax-deductible according to I.R.C Reg. 1.162-5. Please consult your tax adviser.

Continuing Education Credit

CareerTrack offers Continuing Education Credits based on program length and completion. Credits are issued according to the National Task Force for Continuing Education guidelines, and approval is at the discretion of your licensing board. **Questions and concerns should be directed to your professional licensing board or agency.**

Continuing Professional Education (CPE)

Fred Pryor Seminars and CareerTrack, divisions of Pryor Learning are registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing



professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.nasbaregistry.org. This course qualifies for 6 CPE credits.

Completion & Continuing Education Certificates

To obtain a certificate documenting your CPE credits, please visit <http://www.careertrack.com/certificate>. Certificates will be

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Onsite Training Solutions

Get the Results You're Looking For!

Bring our powerful, high-impact training programs to your organization and show your employees that you're serious about their professional growth and achieving critical organizational goals and objectives.

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From management development to customer service, our comprehensive library of courses provides a learning experience that is engaging, interesting and intriguing!

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For a free consultation, visit us online at careertrack.com/onsite or call us at **1-800-944-8503**

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Don't get left behind! Hit the ground running and take the fear out of social media to embrace the power it holds



Create your own social network and hit the ground running

- Determine which social media platforms are best for your business
- Create an action plan for setting up your own social network
- Learn to accurately measure social media effectiveness
- Identify legal issues that may affect your social media plan
- Do damage control — managing your online reputation

4 Ways to Order



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To update your contact information, see page 7.

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916635

- Online pryor.com
- Call 1-800-556-2998
- Fax to 913-967-8849
- Mail your registration form!



YES! I'm ready to learn how to build an effective social media strategy. Enroll me today! Group discounts available; see page 7 for details.

SEMINAR Seminar City: _____
1 Seminar Date: _____ City Event #: _____

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WHO WILL BE ATTENDING Mr. Ms. _____
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 Mr. Ms. _____
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Please list additional names on a separate sheet.

METHOD OF PAYMENT **4** **Important: Send your payment now. Tuition is due before the workshop.** Please make checks payable to CareerTrack and return form to: P.O. Box 219468, Kansas City, MO 64121-9468. Our federal ID# is 43-1830400 (FEIN). Please add applicable state and local tax to your payment for programs held in Hawaii (4.166%; plus applicable county surcharge), South Dakota (6.5%) and West Virginia (6%; plus applicable local tax).

Please check one of the following:

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Please attach a copy of your Tax-Exempt Certificate for payment processing.

Note: If you've already registered by phone, by fax or online, please do not return this form.

REGISTRATION FORM – Grow Your Business with Social