

Social Media Jumpstart for Business: Using Social Media for Business Sustainability - The Importance of Online Communication during a Business Interruption

Description

One of the biggest lessons learned from events such as Superstorm Sandy is that businesses were not prepared to communicate using online resources and social media with their customers when they were unable to conduct business. In addition, while some businesses communicated with their customers at the onset of the event, they failed to continue communication throughout the event and then when operations went back to normal.

It is critical for businesses to implement a plan for communicating with their customers for the duration of a business interruption and a sustainable plan for long term business growth using social media and online tools. Online communication is key for protecting a business's reputation as well as maintaining brand awareness, customer engagement and loyalty.

Learning Objectives

Morning Sessions

Set Your Social Media GPS

- The importance of search engine optimization and keywords.
- The importance of local search in Google.
- Why mobile is no longer an option.
- Creating a strategic plan of action.

Top Trends and Tools for Social Media Success

- Continuity planning and social media integration
- The top social media mistakes businesses make and how to correct them.
- The trends to watch for 2016 and what your business should do to capitalize on them.
- Why you must implement email and lead capture into your marketing strategy.
- Integrating the right tactics into the strategic plan of action.

Afternoon Session - limited to 15 participants and must meet criteria provided.

Facebook Training

- Overview of Facebook Insights
- Review of organic vs. paid reach
- Content strategies to increase organic reach
- An overview of Facebook ads
- Hands on review of Facebook ads manager and how to create Facebook ads

Deliverables and Scope of Work

- 1) Full day “boot camp” comprised of 4 modules focused on developing and implementing social media strategies for businesses to help them create a social media plan; a review of how to use online tools that help with consistent customer communication; and an understanding of both organic and paid options using Facebook to increase reach, engagement and sales for sustained business continuity.

For each module, objectives will include actionable outcomes and handouts to assist in implementing the tactics reviewed in the presentation. An interactive component will be included during the afternoon session to provide participants with hands-on computer training and practice.

Module 1 – 1.25 hours

Set Your Social Media GPS for Your Business

Will include a review of SEO, Local Search and Google, mobile strategies, how to create a strategic action plan.

Module 2 – 1.25 hours

Top Trends and New Tools for Social Media Success

Will include a review of mistakes businesses made and how to correct them, 2016 social media trends; creating an email marketing strategy; and how to integrate tactics into the action plan.

Module 3 – 1.5 hours

Facebook Training Part 1

Content strategies to increase organic reach; understanding Facebook Insights.

Module 4 – 1.5 hours

Facebook Training Part 2

Introduction to Facebook Advertising (this is a beginners session for someone new to Facebook ads).