

## **Social Survival Bootcamp For Business**

### Module 1 – 1 Hour

#### **Creating an Online and Social Media Strategy for Your Business**

Social media and online resources provide free opportunities for small businesses to increase brand recognition and connect with their customers and clients. Research shows that customers and clients will first search for a business online before making a decision to contact the business. As discovered during SuperStorm Sandy, social media was used a primary communications tool for businesses to reach their customers. In cases of business interruption, it is even more critical for businesses to proactively keep their business name and brand in the spotlight so they can be found online.

#### Learning Objectives

- The importance of search engine optimization how to get listed in directories
- Be strategic by researching where your customers/target market spends time online
- How to create a social media plan of action
- How to connect and reach your target market
- Social media is not selling; the importance of engagement and using best practices
- Increasing brand trust with reviews and testimonials

### Module 2 – 1.5 Hours

#### **The Missing Link – Combining Online and Offline Resources for Networking and Business Building**

The Internet and social media have changed how we do business, communicate and network with clients, customers and prospects. Small businesses rebuilding after a disaster are faced with additional challenges to keep in contact with their buyers, referral sources and potential customers.

#### Learning Objectives

- How to leverage networking to rebuild your customer base
- How to use local networking events to connect and grow your business
- Effective time management to get the most out of your network
- Using social media and online resources to augment in person networking

### Module 3 – 1.5 Hours – Computer “Hands-On” Training

#### **How to Use LinkedIn to Attract Clients/Customers**

### Learning Objectives

- How to optimize your profile to rank higher in search results
- Using groups to solve customer problems and be known as the “go to” person
- Sharing content that elevates your expertise

### Module 4 – 1.5 Hours – Computer “Hands-On” Training

#### **How to Use LinkedIn to Find Clients/Customers**

### Learning Objectives

- The pros and cons of adding connections
- How to strategically use LinkedIn search
- Adding connections through alumni and groups
- The hidden strategy behind “Who’s Viewed Your Profile”