

## **Mastering Sales & Marketing in the Age of New Social Media**

### **DAY 1**

#### **Fundamentals of Social Media Marketing Strategies**

- Training Seminar Overview and Learning Objectives
- Are you keeping up with changing technology?
- How social media marketing differs from traditional marketing?
- Benefits of Using Social Media Marketing
- The History of Social Media
- The 4 Ps of Media Marketing
- Avoiding common mistakes in Social Media Marketing
- Case Study: Best Practices of Social Media Sales and Marketing
- Social Media's Impact on Customer Service
- Leveraging Blogs, Twitter, Facebook, YouTube, and LinkedIn Marketing

### **DAY 2**

#### **Principles of Persuasion to Enhance Sales and Marketing Effectiveness**

- What is the difference between Sales and Marketing?
- Marketing and Selling to the Four Customer Buying Styles
- Body Language Skills to Enhance Video Presentations
- Active Listening Skills Development
- How to Use Questioning Skills to Identify Customer Expectations and Service Requirements?
- Keys for Designing a Multi Media Sales Presentation
- The Power of Online Customer Testimonials
- How to turn visitors into customers with conversion optimization?
- Sell with Emotion not Logic

### **DAY 3**

#### **Creating a Social Media Marketing Strategy**

- 8 Marketing Trends to Implement in your Marketing Plan
- 5 Steps in Building Your Social Media Marketing Plan
- Using SWOT for Social Media Market Analysis

- Creating Website Content
- Market Segmentation
- Porter's 5 Forces
- Building Brand Loyalty
- How to make a video go viral?

## **DAY 4**

### **Measuring and Monitoring Social Media Campaigns**

- Benefits of Measuring Social Media Effectiveness
- Monitoring your Organisation's Reputation Online
- Breakout Session: Action Planning for Reputation Damage Control
- Define Strategy, Objectives, Priorities, and Goals
- 10 Steps to Measure the Effects of Social Media
- Increase Search Engine Optimization
- Top 12 Social Media Monitoring Tools
- Case Study: Best Practices for Measuring and Monitoring Social Media

## **DAY 5**

### **Professional Development for Continuous Improvement**

- Practical Exercise: Developing Your Action Plan
- Your Attitude makes a Difference
- Setting SMART objectives
- Practical Exercise: Setting Personal Development and Business Goals
- Time Management Tips to Improve Daily Productivity
- Stress Management Strategies for Peak Performance
- Training Seminar Review and Feedback