KOENIG SOLUTIONS · COURSE OUTLINE

Social Media Sales: Marketing Plan & Persuasion

Learn to build, market and measure social media sales strategies using persuasion techniques, content planning and performance monitoring.

5 Days	5	41
DURATION	MODULES	TOPICS

COURSE OVERVIEW

This course covers the fundamentals of social media marketing, including its history, benefits and differences from traditional marketing, along with platforms such as Blogs, Twitter, Facebook, YouTube and LinkedIn. It then examines principles of persuasion, covering customer buying styles, body language, active listening, questioning skills and multimedia sales presentations. Learners proceed to build a social media marketing strategy using SWOT analysis, market segmentation, Porter's 5 Forces and brand loyalty techniques, before measuring and monitoring campaign performance through search engine optimisation, reputation monitoring and social media monitoring tools. The course closes with professional development topics such as SMART objectives, time management and stress management.

WHO THIS COURSE IS FOR

- **Marketing Professionals**
- **Sales Professionals**
- **Social Media Managers**
- **Brand Managers**
- **Business Development Executives**

LEARNING OBJECTIVES

- Explain how social media marketing differs from traditional marketing
- Identify benefits and common mistakes in social media marketing
- Apply persuasion techniques to the four customer buying styles
- Develop questioning and active listening skills for customer needs
- Plan a social media marketing strategy using SWOT analysis
- Apply market segmentation and Porter's 5 Forces to strategy
- Evaluate social media campaign effectiveness using monitoring tools
- Apply SMART objectives for personal and business development

COURSE SYLLABUS

5 Modules, 41 Topics

DAY 1 Fundamentals of Social Media Marketing Strategies

01

TOPICS

- 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

02

TOPICS

- 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

03

TOPICS

- 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

04

TOPICS

- 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

05

TOPICS

- **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

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training | Live Online Classes (ILO) | Fly-Me-A-Trainer (FMAT) | Flexi (Self-Paced) | 1-on-1 Training

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