

SMO – SOCIAL MEDIA OPTIMIZATION

- Social Media Optimization (SMO)
- What is social media?
- How can social media help my business?
- Social Media Training: The Big Picture
- Conversations, relationships, word of mouth and transparency
- The key Social Media tools and networks
- Establishing your online identity and message
- The consolidated approach
- Social Media Training: Blogging
- Why should you blog and What should you to blog about
- The main types of blog
- Research methods for writing quality, timely content
- Engaging your audience with video
- Social Media Training: Making best use of specific Social Media platforms
- An introduction to Social Media

Facebook

- What is Facebook and why do so many people use it?
- What are the business benefits of a Facebook profile?
- The ground rules; the major do's and don'ts about creating a business profile on Facebook.
- How it works – the basics
- Etiquette on Facebook
- Getting your message across on Facebook
- Building your brand on Facebook

Twitter

- Audience Targeting and Segmentation
- Competitive Intelligence
- Engagement Pattern Analysis
- Optimized Content Development
- Conversation Marketing
- Twitter Advertising
- Comprehensive Keyword And Hashtag Analysis
- Gender, Location And Keyword Targeting

LinkedIn

- Why LinkedIn is key and its place in the social media and business worlds
- Setting your LinkedIn strategy
- Getting your Settings right for you
- How it works – the basics

- Etiquette on LinkedIn
- Getting your message across on LinkedIn
- Building your brand on LinkedIn

Google Plus Marketing

- What is Google Plus
- Features
- Tools and Techniques of Google Plus
- Creating Profile and pages
- Social Strategies and Tactics for Google+
- Integration with your site
- Google Plus: Circles | Hangout | Stream
- Google Plus for Business

Video Marketing

- How to work with your YouTube audience
- YouTube Ad Formats Supported
- Analytics & Insights
- Video Manager
- YouTube Video Dashboard
- Video Bidding CPV(Cost Per View)