

BDEC Resources Malaysia

is proud to present

Social Media Marketing for Business Executives

How to Reach Customers
Systematically and
Increase Profits



BDEC Resources Malaysia Sdn Bhd
D-05-3A, Block D, Oasis Square, 2A, Jalan PJU 1A/7A
Ara Damansara, 47301, Petaling Jaya, Selangor Darul Ehsan
Tel: +603-7831 3652
Website: www.bdec.com.my





Course Outline

Social media has a treasure trove of benefits to help you grow your business. By using analytics to learn more about your customers, engage with your audience, and extend your brand reach, your business will be set for growth.

After learning the basics, we will look at case studies of customers engaging with companies on social media sites and evaluate the benefits and drawbacks of various social media tools. A focus in this course will be analytics - gathering and interpreting data to grow your business on social media.

An interesting day spent exploring a dynamic and challenging area. No technical or prior knowledge required for this social media marketing course.

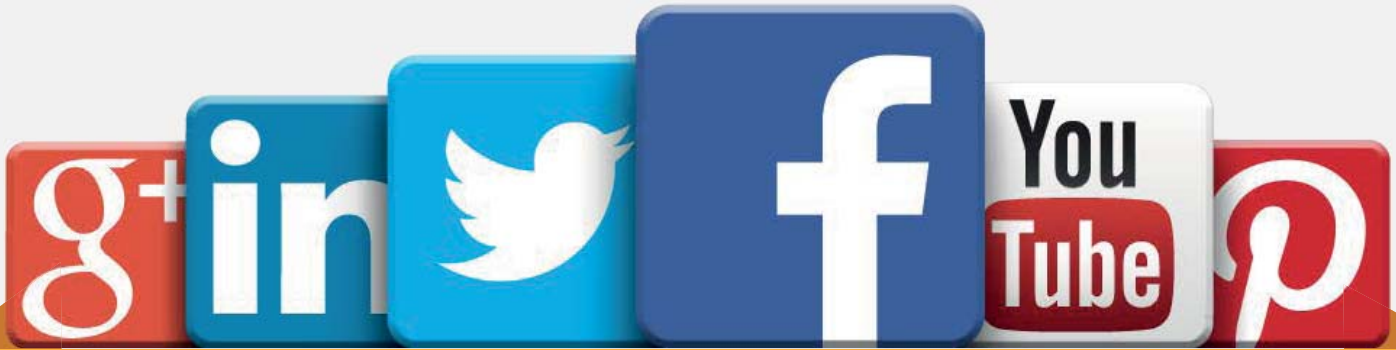
This is a full-day training course, starting at 9.30am and ending at 5.00pm. The price is inclusive of course materials, certificate, lunch, refreshment and snacks, along with complimentary one month post-course support.

Who Should Attend?

- ✓ Business Owners
- ✓ Operational Managers
- ✓ Sales and Marketing staff
- ✓ Startup Entrepreneurs
- ✓ PR Professionals
- ✓ Business Intelligence staff
- ✓ Web Designers and Developers

Anyone who wants to...

- ✓ ...reach their target audience online
- ✓ ...convert fans into customers
- ✓ ...measure success and gather data
- ✓ ...keep up with the competition



Course Benefits

- ✓ Learn how to build a fan-base on social media and create engagement
- ✓ How to gather data and measure your success through analytics
- ✓ Interpreting analytical data and improving campaigns accordingly
- ✓ Learn to "listen" to your customers analytically on social media
- ✓ Turning fans into paying customers - how to increase profits with social media
- ✓ Common pitfalls - what can go wrong and how to react to negative comments



Analytics

This will be a core area of the course - measuring and interpreting the success of social media campaigns. Gathering data and using them to better understand your audience is the most important part in online marketing and will be covered in depth.



Marketing

We will explore strategies to organically grow a fan-base, attract users with paid advertisement and present our message in an authentic way. We will also learn how to get the most out of a small and a large marketing budget respectively.



Strategy

Creating a full-on social media strategy can be hard, as target audiences differ by industry and business model. Choosing the right social networks, dealing with reviews and turning fans into paying customers are some of the covered areas.

About The Trainer

Mr. Nicholas Nikol is the Managing Director of Nikol Digital, a leading Asia-based online agency. Working closely with businesses in Europe as well as in Asia, Nicholas has built up a strong international reputation in the digital space. He also conducts courses on digital marketing analytics at the Malaysian Institute of Management (MIM) and various universities.

Nicholas is from Germany, where he earned his degree in management and finance at EBS University. Upon graduation he worked as an Investment Banker in the TMT (Telecoms, Media and Technology) team for HSBC in London. Being passionate about the digital space for his entire career, he eventually went on to focus on digital marketing training and execution.



PROGRAMME OUTLINE

SOCIAL MEDIA MARKETING FOR BUSINESS EXECUTIVES

1-DAY COURSE

9.15am – 9.30am	Welcoming
9.30am – 12.30pm	Morning Sessions (Tea break from 10.45am – 11.00am)
12.30 – 1.30pm	Lunch Break
1.30pm – 17.00pm	Afternoon Sessions (Tea break from 3.15pm – 3.45pm)

Morning

Session One

- Social Media overview
- Principles of Social Media - the psychology behind it
- Selecting and understanding the target audience - Social Media demographics and how it relates to different industries
 - Choosing the right network based on demographic and psychographic analysis
- Driving factors behind building engagement and rapport - aesthetics, social proof and human needs
- Social Media content design fundamentals - how to stay authentic and convey a message in the best way

Session Two

- Converting fans into paying customers - strategies to increase the Social Media ROI (return on investment)
- Creating a long-term growth strategy
 - Strategic differences by industry
 - The importance of adaptability and "fitting in" with the target audience
 - Exercise - sketching out a plan and setting goals
- Budgeting issues
 - Social Media on a small budget - how to foster organic growth
 - Social Media on a large budget - how to speed up growth through paid advertisement
- Introduction to Social Media analytics - the basic concepts

Afternoon

Session Three

- Social Media analytics - the full breakdown
 - The power of "listening" to the target audience and the competition
 - Which statistics are important and which are not?
 - The mathematics behind Social Media analytics
 - The best analytics tools and how to utilise them
 - Interpreting the results - what can be improved?
 - Improving Social Media campaigns based on analytics

Session Four

- Case studies and exercise on brand positioning, fan-base growth and analytics

Q & A and Closing