

Earn a Certificate in Social Media & Web Marketing



Monday - Wednesday
23 - 25 May, 2016



London,
United Kingdom



1st Lecturer Dan Thornton

Dan is an award-winning digital journalist and social media marketer. Over the last 15 years he has also worked in print, but chose to focus on Internet and mobile content, marketing and technology at companies including Emap, Bauer Media and Absolute Radio. His expertise includes search engine optimisation, content and social media marketing, and mobile application development and promotion. Having started his career as an Editorial Assistant for the Motorcycle News website he progressed to running the editorial team and workflow, before being appointed the first Social Media Manager to work across the Bauer Media portfolio, and many more companies.

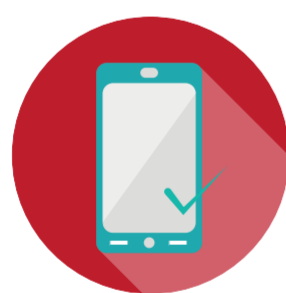


2nd Lecturer Anna Averkiou MCIJ

An international media consultant specialising in social media, communications strategy, and crisis and reputation management. She draws on more than 25 years as a senior journalist with national and international news organisations, including the BBC, covering some of the world's biggest stories – often in hostile environments. Anna has advised a wide range of organisations on their social media strategy in her work as a media consultant. She is also an Associate Lecturer at the London College of Communications, tutor and examiner for the National Council for the Training of Journalists and One World Media and writes about media for Crisis Response Journal.

The workshops will cover these areas:

Social Media Essentials



- What are the major social media platforms and when should you use each one?
- When you should use Facebook, Twitter, YouTube, Snapchat, Pinterest, LinkedIn and Instagram
- Reputation management for your business
- Maintaining audience contact
- Targeting influencers, journalists and investors
- Demonstrating thought leadership
- Using social media marketing to build brands, develop contacts and generate leads
- The importance of crisis management and response

Social Media Marketing



- What is Social Media? Defining its importance as a marketing tool
- An examination of you and your competitors
- Assessing your customers and what they want from you
- How accurately does your online offering fulfill your customers' needs?
- Social network sites — which to use, when and how?
- Other things you can do to boost sales: from email-shots and search engine marketing to viral marketing and sponsored links
- Learning from successful online campaigns
- How to measure success, including web analytics
- How online marketing brings you closer to customers —the benefits and hazards
- Writing your online marketing campaign

Social Media and Web Analytics



- Effective tools to measure analytics?
- Gain an understanding of the role of Tracking Code
- Learn how to set up a social media analytics accounts
- Key analytics terms and definitions
- Understand both Goals and Conversions and how to set these up
- Event tracking and how to set this up
- E-Commerce tracking
- Creating custom reports

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+966-12-651-1951
+966-53-532-7325