
Using Social Media in Your Marketing Campaign

Social media is a powerful tool that not only entertains and connects people, but also helps shape their decisions. For social media campaigns to be a success, marketers must understand what they want to achieve and the actions they want their customers to take. In this two-day course, learners will be able to clearly define objectives and establish direction for their social media marketing campaigns. Participants in this program gain knowledge that will help them create attention-grabbing campaigns that lead customers to act.

Module 1

Introduction to Social Media Marketing

- Using the AIDA social media content formula, identify a process for taking your consumer from attention to action
- Write ideas for content that you can include in your social media campaign using thought leadership and persuasive selling principles
- Construct a marketing campaign that includes your mission, message and chosen marketing channels

Module 2

Your Marketing Mission

- Discuss purpose-driven marketing and common marketing objectives
- Identify 1 to 3 marketing objectives, appropriate goals and the action that you want your consumers to take
- Using the Strategy Statement Formulation formula, write your own strategy statement for your brand

Module 3

Understanding the Target Market

- Recognize guiding questions that define consumers' demographics and psychographics
- Identify who your consumer is, and understand what drives them, using a focused targeting approach
- Discuss the consumer path to purchase, starting from where the consumer is first aware of your product or service and culminating with the consumer buying

Module 4

Creating a Social Media Brand Message

- Write benefit statements using the three formulas for consumer-driven messaging
- Demonstrate a unique selling position using your company's Unique Selling Propositions (USP) and Unique Experiential Propositions (UEP)
- Using your USP and UEP, construct your own Key Consumer Message and Key Consumer Action

Module 5

Social Media Content Creation

- Discuss the different sources of inspiration for the creation of powerful and persuasive content
- Write down an example of a content mission statement for your brand
- Working as team, identify a social media campaign for the case study provided

Module 6

Social Media Tools: Facebook

- Review and reflect on a Facebook case study
- Write a concrete marketing objective
- Identify a target market for your Facebook content
- Determine a concrete action for your consumers to take

Module 7

Social Media Tools: Instagram

- Review and reflect on an Instagram case study
- Write a concrete marketing objective
- Identify a target market for your Instagram content
- Determine a concrete action for your consumers to take

Module 8

Social Media Tools: LinkedIn

- Review and reflect on a LinkedIn case study
- Write a concrete marketing objective
- Identify a target market for your LinkedIn content
- Determine a concrete action for your consumers to take

Module 9

Social Media Tools: Twitter (X)

- Review and reflect on a Twitter/X case study
- Write a concrete marketing objective
- Identify a target market for your Twitter/X content
- Determine a concrete action for your consumers to take

Module 10

Social Media Tools: YouTube

- Review and reflect on a YouTube case study
- Write a concrete marketing objective
- Identify a target market for your YouTube content
- Determine a concrete action for your consumers to take