

SOCIAL MEDIA

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Social Media For Business is an advanced, intensive and practical hands-on 1-day training course in which delegates discuss new social media and how it can be harnessed to grow their businesses.

We have all heard of Facebook, Bebo, MySpace, LinkedIn and Twitter – but do we know what they really are and the massive impact they are having and will have on business.

Workshop Structure

The Workshop covers the following:

- Defining Social Media – who is using it and how it is relevant to you
- Types of Social Media – Video, Pictures, Text
- The Glasshouse Generation – What Happens In Vegas Stays On Facebook
- Monitoring Social Media - what are your customers saying about you online
- Brands Already Using Social Media – learn from businesses who have embraced the medium
- How can you use social media to build your business and brand?
- **Follow up report on where you are vs competitors – including an adoption plan road-mapping a social media implementation programme for the next 12 months**

Why Should You Go To the Workshop?

- Build your business and brand through social media
- 2/3 global internet population visit a social network
- Visiting social networks is 4th most popular activity online ahead of email
- Social media is word of mouth on steroids
- 93% of UK people use the internet and 75% use social networks
- 28% have their own blogs / microblogs – Twitter
- Time spent on social networks accounts for 10% of internet time

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Social Media Facts

- 20 million active UK Facebook users – half return daily; 400 million worldwide
- 50% of Facebook users are over 25 years old; 53% male; 29% 18 – 24
- Facebook & Youtube Pay Per Click growth
- Average age of a Twitterer is 31; LinkedIn 39; MySpace 26; Facebook 33
- If Facebook were a country it would be the 3rd largest in the world!

Coaches

Nigel Jones is Managing Director of The Purple Tangerine Limited one of the UK's leading creative marketing consultancies currently working with clients in: Sports Marketing; Consumer Marketing; Business 2 Business Marketing; Media; and Education.

Nigel has over 20 years experience in digital & marketing with leading brands including: P&G, adidas, Mars, Motorola, 3Com, Bausch & Lomb and Pepsi. He has held senior creative positions with the world's largest advertising and public relations businesses including Saatchi & Saatchi, WPP and Young & Rubicam.

Chris Dickens is a senior Digital Consultant at Purple Tangerine working with clients to create and implement digital media strategies. Chris has been working with brands and agencies since the dawn of the internet holding senior digital positions at advertising and PR agencies including: Grey, Edelman and WFCIA Integrated. Chris has provided strategic direction for major brands in digital channels including Bupa, Mars, DuPont, Astra Zeneca and Yazoo.

Bespoke

All Social Media For Business workshops are bespoke and are designed around client needs. The Workshop will be run with many interactive sessions so delegates can challenge themselves during the training.

For Further Information

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Some of the thousands of Social media communities ...

