Leveraging Social Media for Success
Strengthen your digital presence for a greater impact

OVERVIEW

Social media can be a key way to target and communicate with specific client segments, but not everyone knows how to use this powerful media effectively.

This program will introduce you to current trends in social media, and teach you how to leverage these to create an impactful and genuine online presence, generate leads, and build effective relationships with customers.

WHO SHOULD ATTEND?

This program is aimed at managers looking to help their company gain a competitive edge. It’s also an indispensable program for people working in general marketing, business development, sales, account management, and communications.

Leaders, entrepreneurs and professionals with no marketing/sales background can also benefit if they are accountable for bringing in new sales revenue or optimizing marketing budgets.

KEY BENEFITS & TAKEAWAYS

› Become familiar with current social-media trends
› Discover social-media best practices to generate leads and engagement
› Build and maintain effective relationships with customers through social media
› Generate growth and results through consistent customer engagement
› Develop an action plan for a successful social media strategy
› Learn to get faster customer feedback for better performance
› Identify your ideal customer and audience

Themes covered over the duration of the program include:

Understand the Essentials of Social Media Marketing
• Social media vs. traditional media: key differences
• Explore best practices in social media
• Outline the role of social media within the marketing mix
• Examine core methodologies for a strong social presence

Reach Target Customers and Online Influencers
• Identify online customer and influencer segments
• Discover where to find target customers
• Learn how to acquire and keep an audience
• Understand web analytics services to measure effectiveness

Select the Right Social-Media Platform
• Review factors to consider when choosing a social-media platform
• Recognize the risks and impact of social-media campaigns
• Develop a social-media plan for your organization

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