

Social Media Marketing Training

—Program Overview—



Social Media
Training

New Media
New Mindsets
New Marketing

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What is Social Media Marketing Training?

Blending education and marketing—**with content tailored to the unique needs of B2B and B2C companies**—our social media training program transitions marketing executives from outdated marketing practices to navigating the complex Web 2.0 landscape with confidence and a custom plan.

Conducted on-site at your company, your team learns the marketing fundamentals of these game-changing media, the expansive set of new tools and benefits, which best practices to follow to increase success... and which tactics to avoid to limit risk.

In addition to training we also identify a plan of social media programs customized to the goals, audiences and challenges of each company. So once your training completes, your new marketing programs begin.



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Our **3**-Part Blended Services Model

#1

Conduct Discovery

At the outset of the project—before any training takes place—we collaborate with your team to ensure that all content is hyper-relevant and aligns with the specific needs of your company, and your people.

#2

Hold Training Sessions

Training is split across **FOUR** learning tracks of:

- **Drivers & Principles:** Shifting To The New Mindset.
- **Tools and Technologies:** Understanding The New Media.
- **Best Practices:** Succeeding In The New Marketing.
- **Strategy & Planning:** Developing Your New Plan.

#3

Develop Marketing Recommendations & Program Ideas

In addition to on-site training, we develop a set of strategic recommendations and social media program ideas, with all programs structured around your goals, customer audiences, and challenges.

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What are The Training Sessions?

Training sessions cover a vast breadth and depth of new principles, practices and processes across four learning tracks of:

- **Drivers & Principles:** Shifting To The New Mindset.
- **Tools and Technologies:** Understanding The New Media.
- **Best Practices:** Succeeding In The New Marketing.
- **Strategy & Planning:** Developing Your New Plan.

***Please NOTE*:** [Full detail on individual training sessions and workshops is located here](#)



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Training Benefits!

Training helps companies obtain 6 major benefits:

#1: Replace Web 2.0 confusion with confidence, and a custom plan.

#2: Increase revenues by learning new ways to generate leads, build awareness and improve customer relationships.

#3: Gain competitive advantage—and first-mover benefits in your sector.

#4: Ensure brand relevance with your markets who have adopted these technologies to research brands and make purchases.

#5: Build stronger customer relationships and grow Word-of-Mouth (WOM) referrals.

#6: Lower risk by learning the new best practices and, equally important, which tactics to avoid at all costs.



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What Will Your Team Learn?

- **Trends.** The profound shifts driving social media's adoption and their implications on marketing practices and business processes.
- **Strategy.** How to pinpoint a social media strategy for your brands, target audiences and market challenges.
- **Tools.** The array of new tools available to leverage in your marketing mix--and how to identify the specific set of tools that support your brand goals and strategy (and differentiate you from competitors).
- **Best Practices.** The set of new best practices and rules of engagement for marketing to online communities and community influencers.
- **Brand Advocacy/WOM.** How to create programs that encourage brand advocates and favorable WOM (Word of Mouth) —and which practices to altogether avoid.
- **Content.** How to identify and create dynamic content that will yield interest and provide unique value to your audiences.

... wait, there's (much!) more



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What Else Will Your Team Learn?

- **Online Brand Reputation Management.** Why and how to monitor The Social Web to promote and protect your brand's reputation and build customer relationships—and which items to monitor for.
- **Brand Feedback.** How to respond to positive and negative online feedback and the key steps for implementing real-time crisis management in a 24/7 Web 2.0 World.
- **Measurement.** Which hard and soft performance benchmarks to measure against your social media efforts to assess ROI.
- **Overcoming Social Media Fears.** How to get past the main fears of social media marketing and start reaping the benefits that social media affords your brands and company.
- **Communications.** How to "humanize" brands and brand communications so as to better connect with audiences in these personal media.
- **Resource Allocation.** The core set of processes and resources needed to successfully build, launch and sustain your company's social media activities.



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We Also Receive Program Planning Ideas?

Yes! One of the **key** differentiators of our training is that it blends education with marketing. While many recommendations and ideas are discussed during training sessions and workshops, further analysis is performed post-training with a formal report detailing:

***Strategic Recommendations.**

Recommendations span content focus, direction for the company's "online voice," necessary online monitoring systems, marketing processes and over-arching social media strategy.

***Program Ideas.**

Tailored to your company's objectives, challenges and customer audiences, we develop unique social media program ideas—all designed to improve market share, build brand awareness and drive new customer relationships.



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Why Is Training Needed?

- **Decrease Complexity To Ensure Success.** The tools of social media are simple, but the customer-led, Web 2.0 environment is highly complex, and a firm grasp of the landscape and new best practices are critical for success.
- **Ensure Brand Relevance In This New Era.** In order for brands to remain relevant, they must be active in the media that their customers are using... otherwise brands will be deemed irrelevant, and left in the past.
- **Lower Risk for Brands.** Web 2.0 is a very public set of media, and leaves a permanent public record—and thus, it's imperative that companies learn the rules before using the tools.
- **Successful Transfer of Knowledge.** You cannot learn all you need to succeed from reading a book (or a blog). As with all learning, your team needs a real-time, hands-on environment in which to most effectively learn.
- **Real Change (for Real ROI).** Unless you're truly understanding the gravity of change in the market and these media, you can't grasp what changes are required of your marketing.



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What Makes Us Different?

How is our training different from other programs and formats?

- **Strategic Focus.** Strategically focused program that shifts your thinking, along with your marketing.
- **Learning Curriculum.** Unrivaled breadth and depth of training content/learning curriculum.
- **Training + Marketing.** Through our blended-services model, your team receives education PLUS a customized plan of program ideas and strategic recommendations.
- **High-attention + Hyper Relevant.** We provide on-site instruction and customized content that comes to you—and trains your entire team.
- **First-hand Experience.** We know the Web 2.0 ropes because we climb them ourselves... every day.



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Have Questions?

Questions are good...as they always end in answers!)

A full listing of social media marketing training FAQs [are listed here.](#)

But please feel free to Contact CK via email at:
CK@CKB2B.com

Social Media Marketing Training: [detailed here.](#)



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