

# Social Media Management Institute

With Martin Brossman & Karen Tiede

9:00 am - 4:00 pm

**November 30 & December 1, 2016**

at the Comfort Inn North, Kill Devil Hills

Cost: \$100

**Price Includes Training, Workbook, Lunch, & Refreshments each day.**

## Topics Include:

1. Defining the perfect customer and the desired result
2. Map1: the social media marketing space
3. There is no "on THE internet;" there is only "on YOUR internet"
4. Social site characteristics
5. Content creation and curation
6. Improve your image(s)
7. Tools for social media marketing
8. Plan, policy and managing liability
9. Reviews & reputation
10. Understanding the numbers
11. Map2: how YOUR business uses the social media marketing space
12. Review

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## Participants who complete the class will:

- \*Understand how to reach their ideal customer and achieve their business goals using social media marketing.
- \*Recognize the common features across all social platforms, as well as how to create, manage and distribute content on a sustainable basis
- \*See the value of images in their marketing material and know how to create better images and video
- \*Develop a preliminary social media marketing plan, including a policy identifying the voice of the business on social platforms
- \*Have an approach for soliciting reviews from customers and for responding to challenging reviews
- \*Know how to objectively evaluate the success of their marketing efforts.
- \*Leave with a clear understanding of how their business can use social media marketing to achieve their business goals.



**Karen Tiede** is a social media marketing consultant/trainer and textile artist who successfully applied social media to market her work, now teaching Social Media Marketing and Marketing with Pinterest around the state.

**Martin Brossman** has over 21 years experience as a small business coach and 9 years experience in consulting and teaching Social Media Marketing. He is the author of three books on Social Media,



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