



Social Media Marketing Specialist Training 2010 Certification

Primary Learning Outcomes

Here is a summary of the specific skills and knowledge covered in the Social Marketing Specialist Training 2010 Program:

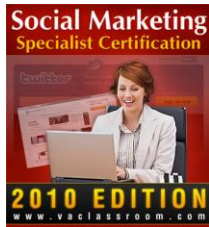
Module #1: Social Media Strategic Planning

- Developing a concise and effective Social Media client assessment.
- Conducting a Social Media audit to evaluate client's current SM involvement.
- Creating effective Social Media Plans including a clear social media strategy, measurable goals and specific action steps.

Module #2: Building an Effective Social Networking System

The Social Network System is based on implementing the following:

- Creating a clear and measurable social media strategy (#1 priority)
- Researching & identifying the right social networks
- Building social networking presence
- Managing & optimizing social networking presence
- Measuring results of social networking activities.
- Understanding simple strategies for creating an effective Social Networking profile.
- Developing a user-friendly social networking routine.



Module #3: LinkedIn Success Strategies

In this module, the following six steps are covered:

- Developing and optimizing LinkedIn Profile
- Building a targeted connections base
- Setting up, participating & moderating groups
- Leveraging "Questions & Answers" feature
- Sharing relevant content
- Posting events

Module #4: Twitter Success Strategies

In this session, the following twitter system is developed:

- Creating compelling Twitter presence (background design, compelling bio)
- Building a targeted follower base
- Managing & monitoring community
- Engaging and conversing with Twitter community
- Measuring and optimizing Twitter activities

In this session, students also receive specific training in the most relevant business-building Twitter tools for managing and optimizing client Twitter activities.



Module #5: Facebook Marketing Strategies

- Providing a Facebook audit to assess client's current activities
- Helping clients to develop a more refined Facebook Strategy
- Understanding some key FB privacy settings to maintain positive brand recognition.
- Reviewing the main distinctions and benefits of FB groups and fan pages.
- Implementing five key strategies for building a targeted fan/friend base in FB
- Reviewing key tips for managing and monitoring FB presence.
- Discussing five different ways for effectively engaging friends and fans.
- Utilizing key measurement tools to track client's progress and success.

Module #6: Social Media for the Local Business

- Reviewing 8 reasons why Local Businesses must be using social media
- Discussing three key ingredients to exploding traffic & ROI for local businesses (Local SEO, Mobile Media and Social Media Applications)
- Creating an effective social media plan for local business clients
- Utilizing location-based social networks to connect with a highly targeted local audience
- Reviewing Foursquare.com and Yelp.com

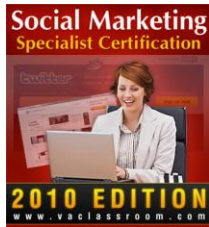


Module #7: Online Reputation Management

- Implementing the TREE approach to Online Reputation Management Services
 - Track
 - Report
 - Engage
 - Evaluate
- Utilizing powerful tools for tracking online reputation management (Google Alerts, Trackur, Social Mention, Alertrank.com)
- Understanding distinctions between monitoring consumer review sites and complaint boards
- Strategies for engaging negative comments from blogs, forums and online communities
- Setting up Online Reputation Management tracking system

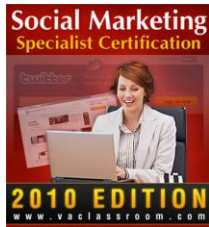
Module #8: Online Video Marketing Success Strategies

- Understanding the integration of video in the Social Media realm.
- Conducting a video marketing audit.
- Discussing a seven step video marketing system:
 - Video market research
 - Video strategy development
 - Video creation strategies
 - Video editing & production
 - You Tube channel creation
 - Video distribution & marketing
 - Tracking & Evaluation



Module #9: Social Media Content Distribution

- Discovering the power of sharing FREE content and building brand and ROI
- Reviewing the Social Media sales funnel and how it differs from traditional sales models
- Implementing a blueprint for creating and distributing content in the social media realm.
- Developing a winning SM content strategy
- Leveraging five key content distribution channels:
 - Article banks
 - Blogs
 - Social bookmarking sites
 - General / Niche social networks
 - Social media content sites
- Re-purposing and distributing content in the following social media channels:
 - Scribd.com
 - Wetpaint.com
 - Slideshare.net
 - Squidoo.com
 - Hubpages.com



The learning outcomes for the Social Media Marketing Specialist will be updated on a continual basis in order to meet the evolving needs of businesses today.

In addition, all graduates of this training program have ongoing access to a Social Media learning community to further sharpen their skills and knowledge (<http://socialmarketing.vaclassroom.com>)

Created By:

A handwritten signature in blue ink, appearing to read "Craig Cannings".

Craig Cannings, Co-Founder

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