



Social Media Marketing Specialist Training Certification

Primary Learning Outcomes

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

Module 1 – Social Media Strategy & Action Planning

- Developing a concise and effective Social Media client assessment
- Analyzing client's existing Social Media Marketing activities
- Using Mind-Mapping (brainstorming) techniques for creating Social Media Action Plans.
- Setting specific and measurable Social Media goals and action plans.
- Evaluating clients Social Media Marketing progress using two types of ROI, Return on Investment and Return on Influence.
- Tracking Social Media results using a number of key web-based tools and websites. (I.e. Google Analytics, Feedburner, Blogpulse, Trendpedia)

Module 2 – Social Network Profile Set-up and Management

- Understanding of the fundamental ground rules for Social Networking (ie. relationship oriented as opposed to sales oriented)
- Utilizing key web-based research tools to pinpoint key Social Networks and online communities that fit with client's target audience
- Effective strategies for building and optimizing Social Network profiles
- How to build brand and business using LinkedIn

Module 3 - Twitter Marketing

- Employing seven powerful business uses of Twitter
- Success strategies for building a powerful profile and targeted Twitter community
- Ten ideas for building relationships and engaging target audience
- Strategies on what to Tweet and what not to Tweet

- Three techniques for building website traffic using Twitter
- Utilizing key tools to automate and simplify Twitter use
- Tracking brand reputation and keyword conversations using such tools as TweetBeep.com, Twitter Search

Module 4 – Facebook Marketing

- Strategies in creating an effective business-aligned Facebook strategy
- Skilled in providing seven key Facebook marketing services including:
 - Setting up and managing Facebook Profiles/Statuses
 - Building strategic friend networks
 - Creating Business Pages to build brand and exposure
 - Setting up and moderating Facebook groups
 - Coordinating Facebook Events
 - Sharing video and text content through variety of Facebook channels
 - Setting up and optimizing Facebook Social Ads
- Services in tracking and evaluating Facebook ROI.

Module 5 – Online Video Marketing

- Conducting effective video market research to help identify and create the right type of videos
- Creating video marketing strategy to build traffic and improve search listings
- Implementing successful YouTube techniques for maximizing exposure.
- Utilizing video sharing tools and websites to mass distribute client's videos
- Accessing video traffic and analytic tools to evaluate results and determine next steps.

Module 6 – Online Reputation Management

- Implementing the TREE approach to Online Reputation Management Services
 - Track
 - Report
 - Engage
 - Evaluate
- Utilizing six powerful tools for tracking online reputation management
- Understanding distinctions between monitoring consumer review sites and complaint boards
- Strategies for engaging negative comments from blogs, forums and online communities

Module 7 – Social Media Content Marketing

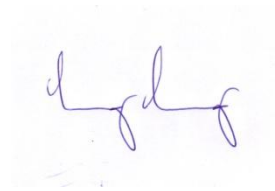
- Implementing effective web content strategy and game plan
- Strategies for maximizing content distribution through a variety of Social Media Channels (Facebook, Digg, Hubpages etc..)
- Utilizing tracking tools for reporting and evaluating social media content distribution.

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://ning.vaclassroomtraining.com>)

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Created By:

A handwritten signature in blue ink, appearing to read 'Craig Cannings', written on a light-colored background.

Craig Cannings, Co-Founder

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