



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Social Media Marketing and Networking

Code	City	hotel	Start	End	price	Hours
565	Zurich (Switzerland)	Hotel Meeting Room	2025-05-05	2025-05-09	5450 €	25

Introduction

This program is designed for:

Marketing professionals at a beginner or intermediate level, account representatives, associates, territory managers, business owners, strategists, sales managers, business development professionals, sales executives and marketers who are involved in interactive marketing strategies and would like to gain a practical understanding of the latest techniques and tools available in web marketing and social media to gain leads and increase sales.

Objectives

- Effectively employ social media to develop leads to help them increase sales volume.
- Publish content people want to read and search engines reward with high rankings.
- Migrate from individual marketing activities to online marketing.
- Monitor the web for buzz and communication affecting their brand.
- Use tools like blogs, and social networking to enhance their online presence.
- Recognize how to gain followers on Twitter, Facebook and LinkedIn and instantly communicate with current and potential customers Listen to customers using social media channels while saving time on emails and phone calls to reach more people via social networking.
- Do a step-by-step approach for building an online marketing strategy and an action



plan to create online leadership for their organization.

Content

Marketing on the Web

- The Rules of Web Marketing and Public Relations (PR)
- The Convergence of Marketing and PR on the Web
- Content Writing that Drives Action

Web-Based Communications to Reach Buyers Directly

- Content-Rich Web Sites and Online Media Rooms
- Online News Releases, Reaching the Media and Developing Leads
- Blogging for Business and Marketing
- Search Engine and Viral Marketing
- The Power of Search Engine Optimization (SEO) in Beating Your Competitors
- Hands-On Practice: Creating Blogs

Social Marketing and Networking on the Web

- Leveraging Social Media to Engage Customers and Build Your Brand
- Hands-On and Practical Approach to Twitter, Facebook and LinkedIn
- Social Selling on Social Networks
- Tweeting Your Way to Success
- Tools to Engage Customers and Ignite Your Business
- Engaging Your Customers and the Public on LinkedIn
- Facebook Marketing Techniques
- The Integration of all Networks to Achieve Viral Effects
- Getting People to Know, Trust and Like You Online
- Social Selling Importance in B2B Sales



Developing an Online Marketing Strategy

- Creating an Online Marketing Plan
- Developing Internet Marketing Strategies
- How to Master Business Social Media to Brand Yourself
- Building, Cultivating and Measuring Success on the New Web
- Overview of Analytics and Interpretation of Results and Graphs
- Social Sales Forecasting and Analytics
- Blog Presentation by Participants and Suggestions for Improvement
- Empire Avenue and the Power of Brands Online
- Klout, Peerindex, Kred, Trustcloud and the Measure of Influence on the Web

Templates and Checklists

- Website Benchmark Scorecard
- Action Plan Worksheet
- Internet Marketing Training Follow-Up



The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:

• **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

• **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

• **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

• **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

• **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

• **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

• **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

• **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

• **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

• **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.