



Improving Productivity through Social Media Marketing

Description

- Social Media Marketing is the use of social media platforms and websites to promote a product or service.
- This training module introduces social media marketing as a productivity tool. It explains the concepts of social media and social media marketing, illustrates the processes of creating a viral social media post, and guides the participants on how to create a social media plan.

Objective/s:

- Understand how social media can be used as a productivity tool
- Create viral social media posts
- Create social media plan that can be implemented in the company
- Use social media as a productivity tool

Course Outline

- Social media as a productivity tool
- Creating viral social media posts
- Creating social media plan
- Action planning

Methodologies

- Lectures/discussions
- Exercises/workshops

No. of Days

- One (1) day

Target Participants:

- Small and medium enterprises

Expected outcome/s:

This training teaches practical knowledge and skills on social media marketing which can improve the productivity of the company's marketing department/unit. The following specific outcomes are expected to be attained:

- Improved process cycle time in the production and publication of promotional and marketing materials.
- Improved relationship with the customer
- Improved brand awareness
- Increased profit
- Increased number of customers