



Strategic Social Media Workshop for Entrepreneurs

Build a Social Media Presence for your brand,
marrying strategy and tools, and measuring results.





About this course

Social Media is constantly changing the ways in which consumers can interact with each other and also with the brands. These changes continuously altering the rules of the market place as well.






Consumers now have a greater power to voice their opinions, connect with other consumers and also have an increased influence over marketers and the brands they manage.

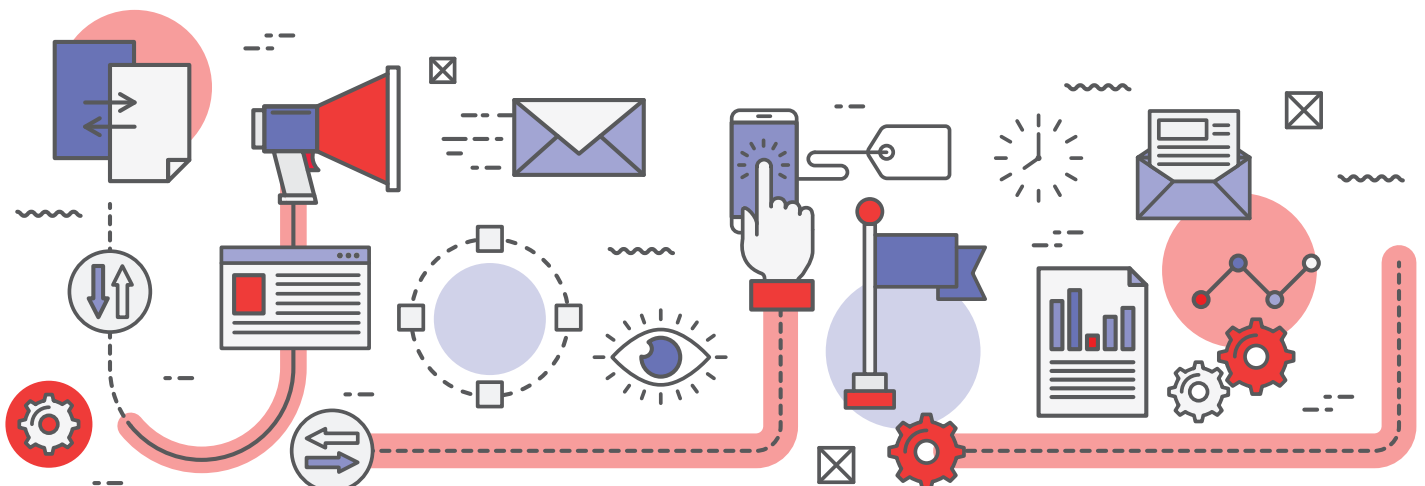
In this changing landscape, Understanding how Social Media functions is crucial for the success of your own business.

The Strategic Social Media Workshop for Entrepreneurs has been designed to help business owners learn how to use social media to promote their products, services & create their own brand in the online marketplace.

In this hands-on workshop, learners will get to know the newest social media trends, marry strategy and tools to accurately measure business outcomes.

What you will learn:

-  How to develop a social media strategy
-  How to create and distribute content that engages customers across all selected social platforms for your business
-  How to measure effectiveness of all your social marketing efforts
-  How to use social media to listen to consumers, gather insights and use them in co-creating of products and services
-  How to manage social media using various tools / software





Course Syllabus

- Module-1** The Basics of Marketing & Analysing your Business
- Module-2** Understanding the Social Media Landscape & How to select the correct channels
- Module-3** Creation of a Social Media Strategy for your Business
- Module-4** How to create content & distribute it to your target customer segments. Designing for Social with easy online tools.
- Module-5** Introduction to Online Advertising & Setting up Ads for Facebook/ Instagram
- Module-6** How to listen to prospective consumers and build those insights into your product & social media strategy
- Module-7** How to measure effectiveness of your social marketing efforts
- Module-8** Creation of a 30-60-90 Day Social Media Marketing Plan

About the Instructor



Hi. I am Tejas. I run a strategic digital marketing agency called Innovators Digital & my goal is to partner with your business & make it successful using online marketing strategies.

While academically, I studied Computer Software & Marketing, for the past 6-8 years I have been working with multiple businesses leveraging my knowledge in marketing & customer success to drive tangible value.



You can learn more about me here on LinkedIn - www.linkedin.com/in/tejasphatak/

For Inquiries:
[tejas.phatak@innovatorsdigital.com/](mailto:tejas.phatak@innovatorsdigital.com)
ramma@wizdumb.in

On Social Media:

 Innovators Digital
<https://www.facebook.com/innovatorsdigital/>

 @InnovatorsDigital
<https://www.instagram.com/innovatorsdigital/>