

New Media Essentials for Sales & Marketing Teams

Course Syllabus:

- **New / Social Media Review**
 - Review the shift in information delivery and how our customers are getting information today and tomorrow. How organizations are dealing with walled gardens or open communications.
 - Web Site vs. Web Presence
 - Semantic Web Review (Bees Knees)
 - Best practices for **Personal** brand
 - Best practices **Corporate** brand
 - Reputation / Influence Management & Measurement
 - Social Channel Management
 - Why you should NOT be a part of New Media
 - Social Support
- **Twitter Review and Workshop**
 - Twitter basics and usage.
 - Best Practices on Building a **Personal** brand
 - Best Practices on Building a **Corporate** brand
 - Tools for Working With Twitter
 - Influence the Marketing Dollars of tomorrow
- **Facebook Review and Workshop**
 - Facebook basics and usage. Creating a community for your customers to interact with IT Services. **Corporate** brand
 - Facebook best practices for Corporate Users
 - Facebook Dangers for the Corporate User
- **LinkedIn Review and Workshop**
 - LinkedIn basics and usage. Creating and branding your employees to leverage your knowledgebase, utilizing this resource for research and building Professionalism.
- **Blogging Review and Workshop**
 - Who goes to blogs
 - You don't have to write, you just have to contribute
 - Best Practices when writing and contributing
- **New Media Tool Review**
 - Crowd Sourcing your Marketing Designs
 - Feedback Tools – Collecting feedback from your New Media Sources
 - Collaboration & Sharing Tools Review – Sharing where you are, what you are doing and how you're doing it.
 - Expert You – Tools for promoting your Expertise in New Media
 - Photo/ Video, How, When and Where to Shoot and the Tools to Save and Share.
 - Audio – Stream your tweets, Podcast your News, the how, what and why of shared audio content.
 - Social Support, Professional Resources, Crowd Sourcing, Geo-Location, Marketing Tools.
- **Events Management for New Media**
 - Events in 2010 and beyond
 - Where and how to post events for maximum impact
 - Pre-Post Activities Check List
- **Unified New Media Presence**
 - Social Media, New Media, Professional Branding, Corporate Branding and Event Management tie together to create a unified buzz machine.

CD Table of Contents:

- Videos Shown during Presentation
- The 4 C's of Social Media Framework
- Web Sites with Tools and Reviews
- Twitter Guide Book Interactive
- Pew Research Fall 2009
- Interactive Social Media Map
- Presentation Social Media Review
- Documents from Session



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