



DigitalMarketingMentor

# Course overview for BTEC in Social Media for Business

Duration: 3 days plus 80hrs practical application of skills

The BTEC Level 3 Award in Social Media for Business is a marketing qualification that provides you with a blend of strategic knowledge and practical tactics. You will learn how to develop a social media campaign, which will help you achieve your business objectives. By gaining an understanding of the different social media channels such as Facebook, Twitter and LinkedIn, you will discover which ones are most applicable to you and understand how to effectively monitor and evaluate your outcomes.

Once you have learnt the basic principles of social media marketing, you will be mentored by a member of the team who will help you develop, implement and monitor your social media campaign. As you apply your new skills in the context of a business, you will also be generating the evidence for your assessment. Upon successful completion you will gain BTEC certification and be registered as a Social Media Practitioner on the national database.



edexcel  
Approved Centre

BTEC  
Approved Centre

## Objectives

On completion of this course, you will be able to:

- Understand the principles of marketing and social media
- Analyse the behaviour of customers who use social media
- Understand how to use social media to communicate effectively
- Use a range of different social media networks and tools
- Assess your company brand requirements
- Create a digital marketing strategy
- Design a social media campaign
- Monitor and evaluate a social media campaign

## Prerequisites

Prior to attending this course the learner will have a good understanding of the objectives, products and/or services of their sponsor business. Accounts will need to be set up in the main social networks such as Facebook, Twitter, Linked in and Google +. A working laptop with wireless connectivity is also required.

# Course Content

## Day 1

### Marketing principles

- What is social media marketing?
- An integrated approach
- How to create a digital marketing strategy
- The digital marketing audit
- The digital marketing mix

### Understanding your customers

- Online customer behaviour
- Customer profiling
- Market segmentation
- Keyword research

### Communication in the online world

- Effective channel selection
- Defining your message
- Crafting the content
- Building trust
- The art of conversation

### Understanding social media networks

- Trends in social media marketing
- Understanding the different forms of social media networks

### Mentoring and assessment briefing

- Qualification assessment evidence
- Mentoring process
- Assessment process
- Student Learning Management System

## Day 2

### Facebook

- Understanding Facebook for business
- Creating Facebook business and landing pages
- Enhancing your page using apps
- Customer engagement through Facebook

### Twitter

- Understanding the Twitter jargon
- Tweets, hashtags and lists
- Twitter for research
- Twitter dashboard design

### LinkedIn

- Effective profile creation
- Creating connections and recommendations
- Managing your connections
- Using groups, discussions and answers
- Using LinkedIn for research

### Blogging

- Identifying engaging content
- Using blogging tools
- Linking, tagging and categories

### Google +

- Setting up your profile
- How to create circles
- The use of +1's for SEO
- How to use hangouts

## Day 3

### Foursquare

- Using location based networks
- Check ins, badges and mayorships
- Mobile integration

### Web based video channels

- Engaging your audience with video
- Using video channels

### Social bookmarking

- Tagging and recommendations
- New aggregators

### Managing your brand

- Building credibility
- Building customer engagement
- Effective content
- Reputation management

### Planning and monitoring a campaign

- Finding customers
- An integrated strategy
- Campaign idea
- Campaign monitoring template

### Managing your social channels

- Social media management tools
- Cutting out the noise

### Evaluating your campaign

- Web analytics
- Benchmark comparison
- Return on investment

# Course Testimonials

"I feel inspired and fully prepared to optimise my social media activities. As a result I have dramatically cut down my time spent on social media with the systems and strategies the course taught me"

**Laura Greasley**  
Managing Director  
More Lingerie Today

"I have worked in marketing for over 9 years and I found this course hugely beneficial. I have learnt some incredible new strategies and tactics that I will be applying immediately to my consultancy work. I would encourage people to make the time and come on this course"

**Noreen Gill**  
Social Media Consultant

"This course has definitely extended my knowledge and I think social media marketing is now an essential activity for any business. The knowledge of the expert mentors is so on the pulse and they explained all strategies in the context of my business"

**Julie Thompson**  
Managing Director  
Routes Consulting