



Marketing on Social Media Class

- How to apply basic marketing knowledge to social
 - Marketing Basics you should know
 - How these are the same and different when online
 - What are you selling?
 - What are your social goals?
 - What do you have that works?
 - how to we take that social?
- Choosing good social channels
 - What's popular?
 - Where are the right people?
 - Where will you be successful?
- How to make your profiles look and feel professional
 - Profile Setup
 - SEO for social media
- Proper posting basics
 - How often
 - When
 - What
- Customer service for social media
 - Timeliness
 - Leveraging your customer base
 - Dealing with negativity
- Profile reviews
 - We review the actual profiles of class members to see what they are doing well and where they need to improve
- Questions