

Social Media For Grown Ups

PROVEN STRATEGIES to convert your fans and followers into regular **PAYING CUSTOMERS** and clients. Using 'social listening', learn how to **FIND WARM LEADS** who need your product or service **RIGHT NOW**. Create a solid social media strategy that will **DELIVER** a tangible ROI (return on investment) for the long term. Plan and **OPTIMISE** your social media platforms to **MAXIMISE** your online presence, including website traffic. Create the right type of content to **ENGAGE** with your target market.

- ✓ *Use advanced search on Twitter to find target customers fast*
- ✓ *Learn the LinkedIn prospecting system to generate new sales*
- ✓ *Increase Facebook leads through simple effective strategies*
- ✓ *Discover how to dramatically increase your Instagram following??*

This innovative online programme will help you create a sound social media strategy for your business, so you can generate sales from fans and followers. Learn why and how to monitor and measure your results. Plus, discover useful time-management skills to help you plan your posts and updates.

The programme covers Twitter, LinkedIn, Instagram and Facebook:

- ✓ How to grow a targeted following (for free)
- ✓ How to increase social media engagement
- ✓ How to convert activity to customers/clients
- ✓ Regular support calls
- ✓ Discounted training for extra live workshops
- ✓ Daily Plan for your social media
- ✓ Four live training events a year (held in the East Midlands) worth £75 each
- ✓ Closed Facebook group - up to 12 months membership
- ✓ Half price one-to-one training