



ADVERTISING CLUB MADRAS



Limited seats only

First Come First Served

Who should Attend

Brand Managers,
Marketing Managers,
Account Planners, Client
Servicing Professionals,
Media Planners, Media
Buyers, Marketing
Professionals in
Publications, Television
Channels & Radio
Stations, Creative
Professionals & anyone
who wants to leverage
the power of Social
Media for their business
& brands

Kindly note that
participants should carry
their own laptops.

Advertising Club Madras & ECHOVME | present a 1 day workshop on Social Media Marketing

Venue Advertising Club Madras, 57, Bazullah Road, T Nagar
Chennai -17
Ph: 28141581 / 28142250 Email : info@adclubmadras.com

Date September 16th, 2011

Time 9.30 am – 6.00 pm

Created by Advertising Club Madras

More Info Advertising Club Madras

Session 1: Introduction to Social Media

Social Media Business Ecosystem, Social Media Marketing for Large and Small Business, Essential elements in formulating a Social Media Marketing strategy, Brand Social Media stories

Session 2: Twitter for Marketing

Twitter 101, Twitter Marketing Strategy, Twitter for Networking and Marketing, Customer engagement on twitter-conversing and listening to customers, Successful & Unsuccessful Twitter Marketing case studies

Session 3: Facebook Marketing - Redefining Your Marketing Skills

Paradigm Shift: from Google to Facebook, Facebook Business Page and Profile, Creation and promotion of business Page on Facebook, Advertisements-targeting, Engaging your community, campaigns and contests, Case studies

Session 4: Strategic Social Media Marketing & ROI of Social Media

Qualitative analytics and Quantitative analytics