



**Social
Media
AOK**

SOCIAL MEDIA AOK

Training Courses 2019

To book into any of the courses for 2019, email alana@socialmediaaok.com.au or call 1300 658 543. *Group discounts are available for bookings of 4 people or more.*

[Visit our website for more information and course updates](#)



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Facebook Masterclass – Facebook training



15 million Australians are logging onto Facebook 37 times every week, spending at least 16 minutes scrolling, liking and commenting per session! ([Sensis Social Media Report 2018](#)). But trying to market your business or brand on Facebook just for the sake of it can be a huge mistake, costing you lots of time and resources.

In this highly interactive Facebook training course we will show you:

How to build and grow your organic reach on Facebook

- tips for getting around the recent Facebook algorithm change
- insights into Facebook's priorities for newsfeed real estate
- how to review your Facebook Insights and put them to good use
- tips for dealing with declining organic reach
- building an engaged follower base
- Facebook Groups – are they worth it?
- ideal times to post content

Using the Facebook video boom for business

- tips for creating the best video content for Facebook
- adding call to action buttons to your native Facebook videos
- using Facebook video insights to find out what's working for your audience
- Facebook Live – why you should and why you would
- the importance of captions and a one-sentence summary
- the 5 main reasons that people share videos on social media
- our 'video on a budget' equipment list (that won't break the bank!)

Making the most of [Facebook advertising](#)

- getting your audience right
- creating audiences from engagement to build a cascading funnel
- experimenting with ad types and your customer journeys
- CTR vs CPC vs CVR vs CPA
- why you should never click 'boost'



Course outcomes

At the end of this course you will receive the following bonus materials and business outcomes!

- Harness Facebook Insights to create engaging content for your audience
- A plan to create an online community using Facebook Groups
- 2-page video content quick reference guide
- 2-page live video content quick reference guide
- Monthly content calendar template

Who Should attend: Business Owners, Marketing Managers or Assistants, Sales Managers or Salespeople, Business Development managers or people wanting to learn more about building their business on Facebook.

Prior Knowledge: No prior knowledge assumed.

What to Bring: A fully charged, wifi-enabled laptop with access to your business Facebook account.

Dates (9am - 11am each session):

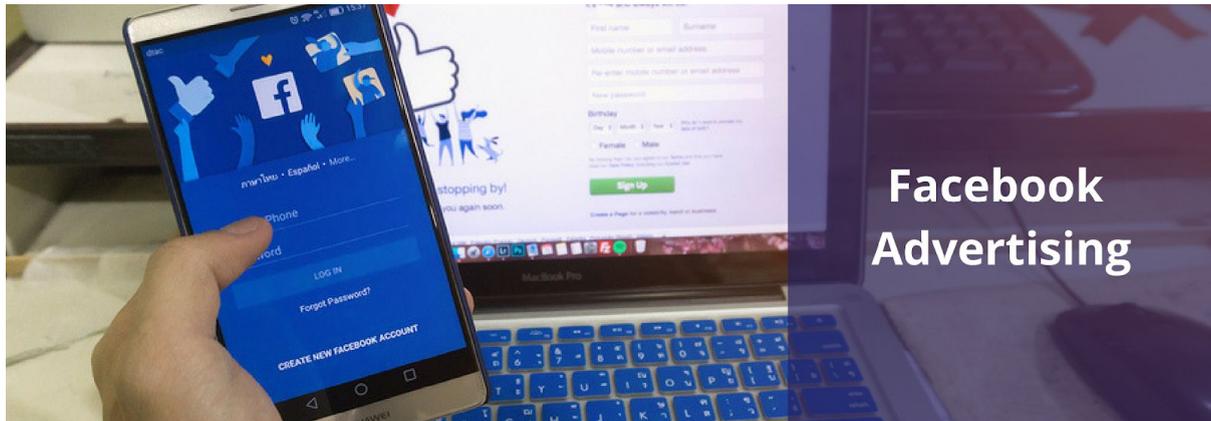
February 21st 2019

May 16th 2019

August 8th 2019

October 31st 2019

Facebook Advertising Training – Why you should never click ‘Boost’



Seven in every 10 Australians is on Facebook, and the average punter is spending more than 12.5 hours per week checking their newsfeed.... is your business where they’re looking??

If not, your business or brand should look into a strategy to make the most of advertising on this hugely popular platform! And we don’t just mean clicking “BOOST” on a few posts either.

Spend a morning letting Adelaide’s Facebook advertising specialists show you how we’ve helped businesses achieve amazing results using the Facebook Advertising tool.

What we’ll cover:

- Devising an advertising plan for your business, including budgets
- Selecting the right campaign objectives
- How to build an audience in Facebook based on your ideal customers
- The power of creating custom and lookalike audiences from your existing client databases
- Selecting the right placements for your ad
- The importance of messaging, good imagery, and selecting the right call to action
- Remarketing and how it can achieve great success when implemented properly
- CTR, CPC, CPM, Frequency, Reach, Relevance Score – how to decipher the reporting features
- The numbers – what figures are actually worth looking at and some benchmarks to work towards

Course outcomes

At the end of this course you will receive the following bonus materials and business outcomes!

- Create your top 3 advertising audience segments
- Create a custom lookalike audience of your existing clients
- Generate your customised Facebook tracking pixel
- Develop a complete advertising campaign including: campaign objective, pixel tracking, audience targeting, placement, budget and schedule
- Advertising elements checklist (focal point, brand link, brand personality, informational reward, emotional reward, noticeability, CTA)
- Custom advertising audience targeting template



Who Should attend: Business Owners, Marketing Managers or Assistants, Sales Managers or Salespeople, Business Development managers or people wanting to learn more about building their personal brand on LinkedIn.

Prior Knowledge: No prior knowledge assumed.

What to Bring: A fully charged, wifi-enabled laptop with access to your business Facebook account and Ads manager.

Dates (9am - 11am each session):

March 7th 2019

May 30th 2019

August 22nd 2019

November 14th 2019

Video for social media and digital marketing training course



A 2016 survey by the Web Marketing Video Council found that 61% of businesses are using video as a marketing tool. In the previous year, 66% of those businesses were *not* using video at all.

Any business that's not creating video and promoting it on social media is missing out on a huge opportunity. The good news is you don't have to be a big enterprise with a professional video team and unlimited budget to take advantage. Even if you're a small business owner with an iPhone, there's a way to make video for social media work for you.

In this great 2 hour, highly interactive workshop we will take you through how to use some of our favourite video tools.

At the end of the session you will be able to create video content to tell the story of your business, promote special events, introduce your team, showcase your products, and much more.

The training course outlines the following:

- Understanding what your basic video toolkit should include
- The importance of sound quality
- Tools available to create engaging content
- Livestreaming on social media – how to do it and when to do it.
- Optimal length of videos for social media posts, social media advertising, and your website
- How to roadmap your video to ensure your message is clear
- Integrating video as part of your wider communications strategy
- Where to host your videos and why
- Basic video editing tools

Course outcomes

At the end of this course you will receive the following bonus materials and business outcomes!

- Identify and develop video content themes that engage your audience
- Transform one key topic into a 5-part video mini series
- Custom video storyboard template
- 2-page video content quick reference guide
- 2-page live video content quick reference guide



Who Should attend: Business Owners, Marketing Managers or Assistants, or people wanting to learn more about editorial plans and content strategies.

Prior Knowledge: No prior knowledge assumed.

Dates (9am - 11am each session):

April 4th 2019

June 27th 2019

September 19th 2019

Social Media Strategy Training – how to create and implement a solid social media strategy for your business or organisation.



A Social Media strategy is crucial for your business especially in today's society where everything is happening online.

Learn how to generate an effective and efficient social media marketing strategy from the leading specialists in Adelaide.

The training course covers the following:

- Understand different demographics on the different platforms
- Learn the four key elements of a holistic social media strategy
- What to look for on your website
- How advertising ties in with your communications and marketing plan
- How to measure success
- Social Media Strategy Template

Course outcomes

At the end of this course you will receive the following bonus materials and business outcomes!

- A highly defined brand voice and key messages for your business
- Developed your top 5 content themes to engage your audience
- Map 4 key customer demographics
- Custom benchmarking checklist for your competitors on social media
- Custom social media strategy template

Who Should attend: Business Owners, Marketing Managers or Assistants, or people wanting to learn more about marketing their business effectively using social media.

Prior Knowledge: No prior knowledge assumed.

Dates (9am - 11am each session):

February 7th 2019

May 2nd 2019

July 25th 2019

October 17th 2019

LinkedIn training – How to grow your network and take it from connection, to coffee, to business.



LinkedIn is no longer just online CV, it has grown to be one of the biggest professional online social media networks. Leveraging LinkedIn to improve your own personal brand and position yourself and your business appropriately within the professional realm is a key to sustained business success and growth.

Learn how to take LinkedIn Connections to a whole new level and a proven strategy for turning those online relationships into strong business referral partnerships offline from Adelaide’s leading social media specialist.

This highly interactive workshop will take you through what it takes to get the most out of LinkedIn:

- How to optimise your profile to start making the connections you want.
- How to have a strategy behind connecting.
- Researching sales prospects, potential referral partners, and keeping an eye on your competition.
- Privacy settings and why they matter.
- The power of ‘social proofing’
- Recommendations and how to use them
- Understanding how your LinkedIn profile is built for search on Google as well as LinkedIn
- Using groups to expand your network, build your credibility, and get the connections you want.
- How to build solid relationships over time using LinkedIn as the starting point to take it from connection, to coffee, to business.

Course outcomes

At the end of this course you will receive the following bonus materials and business outcomes!

- An optimised LinkedIn profile to appear in search results and attract potential leads
- Develop your top 3 referral partners to grow your business
- A personal brand strategy using recommendations and endorsements
- Custom LinkedIn introduction template

Who Should attend: Business Owners, Marketing Managers or Assistants, Sales Managers or Salespeople, Business Development managers or people wanting to learn more about building their personal brand on LinkedIn.



Prior Knowledge: No prior knowledge assumed.

What to Bring: A fully charged, wifi-enabled laptop with access to your personal LinkedIn profile.

Dates (9am - 11am each session):

April 18th 2019

July 11th 2019

October 3rd 2019

Instagram Masterclass – Instagram training



9 million Australians are logging onto Instagram multiple times daily, spending at least 16 minutes scrolling, liking and commenting per session! ([Sensis Social Media Report 2018](#)). But trying to market your business or brand on Instagram just for the sake of it can be a huge mistake, costing you lots of time and resources.

In this highly interactive Instagram training course we will show you:

How to build and grow your organic reach on Instagram

- tips for getting around the recent Instagram algorithm change
- insights into use of Stories and Highlights
- how to review your Instagram Insights and put them to good use
- tips for dealing with declining organic reach
- building an engaged follower base
- Instagram TV
- ideal times to post content
- using filters and why you would
- grid planning
- geotagging what is it and why we do it
- Emoji slider polls
- Shoppable tags

Using the Instagram video boom for business

- tips for creating the best video content for Instagram
- crafting compelling and engaging video content
- Instagram Live – why you should and why you would
- the importance of the text that goes with the video
- the 5 main reasons that people share videos on social media
- our ‘video on a budget’ equipment list (that won’t break the bank!)



Making the most of Instagram Advertising

- getting your audience right
- creating audiences from engagement to build a cascading funnel
- experimenting with ad types and your customer journeys
- CTR vs CPC vs CVR vs CPA
- why you should never click 'boost'

Course outcomes

At the end of this course you will receive the following bonus materials and business outcomes!

- Harness Instagram Insights to create engaging content for your audience
- A plan to create an engaged insta following that's good for business
- 2-page video content quick reference guide
- 2-page live video content quick reference guide
- Monthly content calendar template

Who Should attend: Business Owners, Marketing Managers or Assistants, Sales Managers or Salespeople, Business Development managers or people wanting to learn more about building their business on Instagram.

Prior Knowledge: No prior knowledge assumed.

What to Bring: A fully charged, wifi-enabled laptop with access to your business Instagram account.

Dates (9am - 11am each session):

March 21st 2019

June 13th 2019

September 5th 2019

November 28th 2019