

# SOCIAL MEDIA MARKETING

A BRAND NEW AND HIGHLY PRACTICAL  
— 3 DAY COURSE —

*I attended two other courses in  
Abu Dhabi before finding ISM  
Training, I wish I'd started with  
this course first."*

*- Fatiha, Abu Dhabi Golf Club*

*In depth course and insightful  
materials. Great instructor who  
shared amazing analysis tools!*

*- Margrette, Ooredoo*

To enquire about the date of  
the next public course:

**Email Us:** [info@ismdubai.com](mailto:info@ismdubai.com)

**Call Us:** 04 4573814



# ISM

**ISM TRAINING**

*Advance your career...  
achieve your goals*

# ISM Training

ISM Training provides the most comprehensive range of learning and development solutions to meet the needs of individuals and companies. ISM Training helps clients achieve significant behaviour changes leading to improved productivity and increased competitive advantage in today's increasingly complex markets.

## Social Media Marketing Introduction

Social Media marketing is an intensive three day Masterclass workshop from ISM Dubai. It is right at the cutting edge of the fast changing world of social media.

92% of Marketers indicate that social media is important for their business (social media examiner.) Social media marketing challenges and disrupts traditional marketing. It is part of our everyday lives. When you leave the house you now take a smart phone, car keys and money. Mobile technology has opened the world of social media to a huge global audience and potential customers.

## Purpose of this course

The purpose of this social media marketing course is to ensure you are maximising your use of all the latest social media platforms. You will understand how your business can connect to your customers online and optimise the reach of your marketing. You will learn how to effectively identify where your prospective clients are and develop a strong strategy to engage them and build an audience for your brand.

*"I really enjoyed the training, Wayne is a great speaker ! He provided useful tools and highlighted the latest digital trends."*

## Key Learning Points

- Understand the Social Media Landscape.
- Recognise the need for Social Media Planning.
- Build a Social Media Strategy.
- Understand how B2B & B2C Social Media differs.
- Identify the Key Social Media Platforms for your Business.

# Key areas covered

**01** ▶ Listening, Researching and Monitoring.

**02** ▶ Social Media for Lead Generation Hints and Tips.

**03** ▶ Content Marketing for Social Media.

**04** ▶ Blogging for Business.

**05** ▶ Your Social Media Tool Box.

▲  
**CONNECT  
YOUR  
BRAND**  
▼

**06** ▶ Social Media Analytics Tools.

**07** ▶ Time saving tools and techniques.

**08** ▶ How to build and manage your Social Media Communities.

**09** ▶ Live Streaming Apps & why they are important within Social Media.

**10** ▶ Turning Likes into Customers.

**11** ▶ Protecting your Business & Brands Online Reputation.

**12** ▶ Building Social Strategy.

## Who should attend?

The course is for those who need to know more about social media and social networking so they can assess its relevance, plan an approach or implement social media.

The course will have a maximum of 18 people who will be selected based on the type of business they are in and their job role to ensure a thorough mix of industries, ideas and experience.

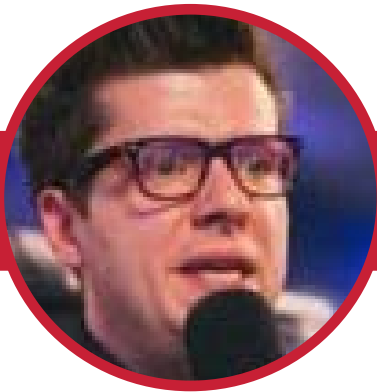


## Training Methods

The course is designed to be highly interactive with extensive use of live online demonstrations. Facilitator led discussions of key concepts will engage the delegates in open debates that challenge existing marketing traditions.

Case studies and exercises will be used to prove concepts and encourage actionable social media marketing tactics.

The programme will be supported with a work book, handouts and post course references.



### Course Leader : Wayne Denner -The Digital Ninja

Wayne Denner is an exceptionally knowledgeable, passionate and talented Digital Marketing expert with extensive expertise in digital & traditional marketing communications. With over 17 years digital experience, he specialises in the emerging trends of digital marketing and social media. He understands through vast experience where Digital Marketing sits and how it should be deployed as part of an overall marketing strategy for B2B and B2C .

He has helped many well known companies and SME's evolve their marketing strategies to embrace digital technologies and develop marketing plans which drive engagement, brand recognition, loyalty and ROI . His courses are dynamic, engaging and highly interactive and you will leave this course with an incredible amount of tools and up to date knowledge that you can put into practice immediately.

He will help take your digital marketing strategy to the next level with cutting edge insights and outstanding industry depth of experience. ISM are delighted to welcome this highly in demand trainer to our top flight team of UK instructors.

*As a renowned speaker, he has the unique ability of being able to take all his experience and knowledge and give the greatest gift of all - the transfer of knowledge.*

*-Barry Lee Cummings*

## COURSE REGISTRATION FORM

### Social Media Marketing



**ISM**  
ISM TRAINING

Telephone: + 971 4 457 3814, Facsimile: + 971 4 457 3999 Email: info@ismdubai.com

## 01 CHOOSE YOUR PACKAGE

1 Delegate: 6,800 Dhs

2 Delegates: 12,920 Dhs

3 Delegates: 18,360 Dhs

4 Delegates: 21,760 Dhs

Registration fees include expert tuition, comprehensive course documentation, workshop materials lunch & refreshments and your official ISM framed Certificate.

## 02 ATTENDEE DETAILS - Please complete in block capitals

No	Full Name	Job Title	Tel (inc country code)	E-mail
01				
02				
03				
04				
05				

## 03 COMPANY DETAILS - Please complete in block capitals

Organisation Name:	<input type="text"/>	Industry:	<input type="text"/>
Address:	<input type="text"/>	Postcode:	<input type="text"/>
Country:	<input type="text"/>	Email:	<input type="text"/>
Tel:	<input type="text"/>	Fax:	<input type="text"/>

Authorised Signature' (Mandatory):

Authorising Signature' Name:

By signing this form I have read and agreed to ISM's terms and conditions listed below

## 04 INVOICE CONTACT AND PAYMENT - If different from above

**Note:** Payment is required BEFORE the course date. Course details will be sent to you once payments are received.

Contact person for invoicing	<input type="text"/>				
Tel:	<input type="text"/>	Fax:	<input type="text"/>	Email	<input type="text"/>

## 05 TERMS & CONDITIONS

ISM reserves the right to change dates, venues, topics and trainers due to unavoidable circumstances.

Cancellation: If you cannot attend personally, a substitute delegate is welcome to join this course in your place - for no extra charge. Should you (or a substitute) be unable to attend, we will promptly refund your fee less a service charge of 10%. As spaces are strictly limited, we regret that registration received less than 30 days before the start date of the course may incur a late booking surcharge of USD50

Condition: You must inform us in writing 30 days or more before the start date of this course. No refunds are possible for cancellations received less than 30 days, before this course. Instead you will be issued with a 50% Discount Training Voucher, which entitles you (or a nominated colleague) to attend a public course arranged by ISM

Find us on Social Media

or please fax this form to + 971 4 457 3999  
to receive your confirmation and delegate pack.



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