



## **Social Media Marketing: Create Effective Brand Building Campaigns**

**Session 1** — Establish the platform, define the audience, and sync social media in the overall marketing plan.

**Lesson 1:** Welcome / Connecting With Your Audience

**Lesson 2:** Attention to Data

**Lesson 3:** Campaign Clarity

### **Session 1 Action Items:**

- Define a hashtag for a social media campaign and build a campaign around it.
- Explain how the hashtag can create a throughline for the campaign, and help find and engage your targeted audience.

**Session 2** — Establish the channels and protocols for social media marketing: what the channels are, who controls content and makes updates, and how campaigns are rolled out.

**Lesson 1:** Determining Channels

**Lesson 2:** Social Media Nuance

**Lesson 3:** Leveraging Content Effectively

### **Session 2 Action Items:**

- List the social media channels that make sense for your company/organization/project, and why? Explore three specific examples of how your company uses its social media channels, and include metrics on what is working and what's not.
- Additional Action Item: Medium, Product Hunt, and Snapchat are relatively new platforms, all very different. Pick one of these platforms (or all three, if that makes sense) and determine a way to integrate its use into your current or planned social media plan.

**Session 3** — How to execute strategies to make sure social media marketing is in sync with not only a company's overall marketing strategy, but also the goals of the company.

**Lesson 1:** Developing Authentic Voice

**Lesson 2:** Internal Broadcasting

**Lesson 3:** Social Media Management

**Session 3 Action Item:** Bring it all together: formulate a complete social media marketing campaign, defining overarching goals and KPIs, backed up with specific metrics.

**Session 4** — Every campaign is an opportunity to improve future campaigns, and engage and grow your audience.

**Lesson 1:** Data Reporting

**Lesson 2:** Building Block Strategy

**Lesson 3:** Social Strategy

**Session 4 Action Item:** Assess the campaign. List three things that worked, three things that didn't, and three ways in which you will improve the next campaign based on your assessment.