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Sustainability in Social Media Masterclass

Kyocera Technology Suite
41a Mortimer Street
London, W1T 3JH
27th June 2011, 10am – 2pm

10:00 – Registration, teas and coffee

10:30- Session commences prompt

Course content:

Contact

Connect with over 100,000 people for free
Build, manage and maintain a relationship with your audience and keep them coming back
Detailed demonstrations of social media networks and tools
Find relevant business contacts & spokespeople at brands easily

Promote

Take control of Facebook to develop relationships through groups and events
Do it yourself Press Guide
Free access to press releases from organizations in your sector
Build a tailor made private social media network
Set up your own Blog & promote it instantly

Content

Produce your own digital content
Create promotional videos with ease
Deliver your content to diverse media including iTunes
Broadcast Live on the Internet using a mobile phone
Get logos & branding design ideas for free

Revenue

Earn revenue from your digital content
Understand the power of the web to build a new business
Guide to using affiliate schemes to promote & earn

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Tweet and Twitter

In depth step by step guide to Twitter
Build a Twitter audience of relevant followers in minutes
Master Twitter instantly to promote your events, products & services
Find experts in your field and follow them on Twitter straight away

Toolkit

Instantly assess the success of your campaigns
Manage all your contacts and target your marketing easily
Track your competitors online & improve your offerings
Tips, tricks and software to make your life easier

1:30 – Lunch

Close