



ICONNECT: A SOCIAL MEDIA MARKETING SERIES

7 July | 9am – 4pm | Golden Prince Hotel, Cebu City

Php 2,750 – ECCP Members | Php 2,900 – Non Members | 3,200 - Onsite Payment

COURSE OUTLINE

I. ORGANIC TRAFFIC

- A. PHASE 1 – Social Media Principles**
 - 1. What is Social Media?**
 - 2. How do people use Social Media?**
- B. PHASE 2 – The Major Social Media Sites**
 - 1. Facebook**
 - Facebook Page Basics
 - Types of Contents
 - 2. Twitter**
 - Twitter Basics
 - Sharing for Engaging
 - Trending Topics
- C. PHASE 3 – Social Media Strategy**
 - 1. Business Objectives**
 - 2. Tone of Voice**
 - 3. The Value of a Content Calendar**
- D. PHASE 4 – Measuring Your Success**
 - 1. Facebook Insights**
 - 2. Twitter Analytics**
 - 3. Google Analytics**

II. PAID TRAFFIC

- A. PHASE 1 – Facebook Advertising**
 - 1. Types of Advertising Campaigns**
 - 2. Creating Custom Audience**
 - 3. Campaign Budgets**
- B. PHASE 2 – Twitter Advertising**
 - 1. Types of Campaigns**
 - 2. Campaign Basics**