

The Social Media Bandwagon

Facebook

Blogging

Twitter

YouTube

Ning

DOWNLOAD



DID YOU KNOW...

- That Dell claimed to earn \$3 million via Twitter since 2007?
- The number of unique visitors MySpace, YouTube and Facebook get every month collectively is 250 million?
- Barack Obama attended no campaign fundraisers but leveraged on online social networks to raise \$55 million in 29 days?
- Social Media has overtaken porn as the #1 activity on the Web?
- Social Media is the next biggest shift in business since the Industrial Revolution?

Traditional marketing is fast becoming an outdated communication. To reach out to 50 million users, it takes 38 years through radio, 13 years through TV, and 4 years through the internet. Facebook adds 100 million users in less than 9 months! More than 1.5 million pieces of content are shared & user generated contents are updated every minute on Facebook... people update anything, anywhere, anytime. From Word of Mouth marketing, Social Media is becoming the World of Mouths! Opinions on products, services and brands are posted by bloggers everywhere.

***"It is 100 voices...but...1 conversation...
It is listening first & selling second...
We no longer search for the news...
The news come searching for us...
And now it is via social media..."***

Imagine what that means for market outreach, customer experience and business expansion...if you have not yet leverage on the power of World of Mouths marketing, then you better think twice of this new age of people driven economy again....

Is your Business Ready?



What You'll Bring Home with You...

1. Understand how Social Media can be your business partner & the key elements making it a powerful marketing tool
2. Be familiar with the various social media tools (such as Facebook, Twitter, Ning, Streaming, Blogging, etc), their functions and mastering them in marketing your brands and products
3. Learn how to grasp and twig the engine of Social Media for advertising & event promotion
4. Analyze corporations and SMEs' social media success stories and applying it in your business
5. Measure the success of your social media activities using various Analytical tools
6. Put together a social media marketing blueprint by incorporating each tool collectively to create one marketing message for your brand and product

Our Instructor...Roderick Low

A social media strategist in his own rights, Roderick Low has been working with SMEs to build their online business communications, marketing and public relations using social media platforms and technologies. Leveraging on more than 5 years of customer service experiences in the retail & training industry, Roderick is able to couple his experiences with his extensive knowledge in blog marketing and social media to transform the ways his clients market & communicate to their customers. Some of his clientele includes insurance companies, real estate professionals, advertising agencies, & financial institutions.

Join Us Today



22 May 2010, Saturday
9.30am to 5.30pm



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