

## Course Outline for Marketing, PR and Social Media

	Day 1	Day 2	Day 3
Session 1 [AM]	Marketing	Facebook	Social Media Strategy
Session 2 [AM]	Demographics	Twitter	Press and PR
Session 3 [PM]	Branding	Use Of Blogs	Clinic
Session 4 [PM]	Marketing Plan	LinkedIn/Instagram	Clinic
	Marketing, Branding & Demographics	Social Media & Online Marketing	PR, Branding & Press

Presenter key: **David Kinsella**      **Paul Teague**      **Paul Teague & David Kinsella**

## Day 1: Marketing and Branding

### Session 1: Marketing

- The Marketing Process and Philosophy - What actually is marketing?
- What is the Marketing Mix and how do I use it.
- How to perform market and SWOT analysis.
- An Introduction to marketing communications
- Designing, using and understanding a marketing audit

### Session 2: Demographics

- What do we mean when we are talking about demographics
- How we can use Geographic and Lifestyle Factors to help us determine our marketing

- Looking at customer needs and demographics
- Tools and techniques to collect demographic data
- Using psychographics and demographics to create pictures of your targeted customers

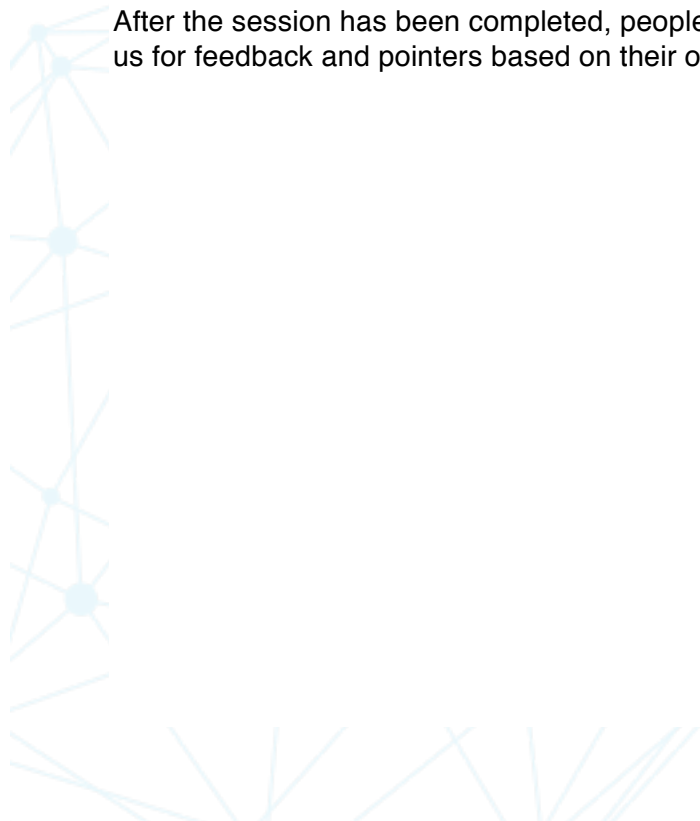
### **Session 3: Branding**

- What we mean by brand and branding
- How the web has changed the relationship with customers
- How branding can help your business
- The key ingredients of any good brand
- How to communicate, manage and develop your brand identity
- Branding for different market sectors
- The relationship between design and branding

### **Session 4: Marketing Plan**

This practical session will take the work completed over the previous three sessions and will work with the people involved in the course to start preparing a marketing plan. The marketing plan will allow people to see where their strengths and weaknesses are and to integrate timelines to begin their marketing campaign.

After the session has been completed, people can work on their marketing plans and send them to us for feedback and pointers based on their own projects.



## Day 2: Social Media

### **Session 1: Facebook**

- Why use Facebook for business marketing?
- Facebook essential lingo
- Facebook and search engine optimisation - simple SEO techniques
- How to get new visitors to your business page
- What to talk about on your Facebook business page
- Boosting posts and targeting local people on Facebook
- Running promotional contests on Facebook [Intro]
- Facebook branding strategies

### **Session 2: Twitter**

- Setting up an effective Twitter profile
- Twitter mentions
- The anatomy of a great Tweet
- Effective use of Twitter lists
- Use of hashtags on Twitter
- Adding photos to Tweets
- Adding location info to Tweets
- What to Tweet
- Twitter branding strategies

### **Session 3: Use of Blogs**

- The anatomy of a great blog
- Search engine optimisation - what is it and how does it relate to blogging?
- What keywords should you be using?
- How blog posts drive web traffic
- Great blog post formats
- Blog post writing style
- The importance of headlines and sub-headlines
- Creating great blog post titles
- Why images and videos result in better performing blogs posts
- What should you be blogging about
- The best performing blog post formats
- The importance of social media in blogging

### **Session 4: LinkedIn & Instagram**

- Best LinkedIn profile tips
- Overview of the LinkedIn essentials
- Finding and making connections
- Why use LinkedIn anyway?
- Finding and using LinkedIn Groups
- Instagram boot camp
- Instagram best tips

## **Day 3: PR & Social Media Strategy**

### **Session 1: Press & PR**

- How to contact the Press
- Handling the Press
- Successful Marketing and PR strategies
- Writing press releases that work
- 1-2-1 press interviews
- Using pictures effectively
- Making life easy for the press (Press Packs)
- The differing needs of Newspapers, Radio and Television
- Web Marketing and PR

### **Session 2: Social Media Strategy**

- The 3 most compelling reasons to use social media in your business
- The 'Magnificent 7' of social media and when to use them
- The Top 10 biggest social media mistakes
- What (and what not) to do on social media
- How to engage your audience on social media
- Social media legal matters
- Social media time management tools
- Consistent online branding
- Strategic use of hashtags
- Email marketing [Intro only]

### **Sessions 3 & 4: Clinic**

Paul and David will be happy to work with attendees in ½ hour pre-booked slots to assist with specific queries related to the topics covered during the weekend.

## **Half Day: Fundraising Course**

- Reality of fundraising – Statistics, Facts & Figures
- How to motivate your donors and maximise donations to your cause
- Basic fundraising techniques and useful tools to raise money from individual donors, major donors, corporate support, trusts and foundations and trading
- Making an appeal, how to present to funders and communicate effectively

Depending on the dates of the course, we will also bring in people on a local level who have experience in raising funds for projects as well as organisations involved in managing funds to give their personal experiences of the fund raising process. They will also explain how to find out more about local and national funding sources and some basic do's and donut's about the fundraising process. An example of a person who we would be able to bring in is Catherine Coulhtard of Prism Arts who has 25 years of experience in fundraising for a variety of arts projects across the county.



## Trainer Information

**Paul Teague** is a Social & Digital Marketing expert and author.

He originally trained as a teacher then went on to work for the BBC for 20 years as a radio presenter and web site manager.

During that time he won two international web awards, one for use of social media and the other for community involvement.

He has been in charge of the BBC's four web sites in the NE & Cumbria, set up and operated the BBC Bus project and worked as a journalist and radio producer, as well as managing the Video Nation project for the county.

These days he works alongside local businesses, training in the effective use of online and social media.

He has written and published six guides for the web several of which have achieved number 1 rankings in their category on Amazon.

**David Kinsella** is a trainer as well as running his own digital design agency.

David's background is originally in Computer games, working for companies such as Sony and Interplay before setting up his company which was involved in design, broadening and testing for the computer games industry.

After moving to Cumbria and becoming a teacher for 10 years, specialising in ICT, business and Law as well as achieving success with two groups of students winning the Apps for Good competition designing, branding and creating mobile phone applications for people with specific needs, he went back and set up two companies.

Incorporate Digital, which is involved in the design, branding and creation of websites, mobile phone applications as well as marketing using techniques such as Augmented Reality. Clients include the European Chiropractic Union, Allan Webb Ltd and Beaudesert Park School, all based in Gloucestershire.

DGKCT Ltd is a training company who has become a training provider for the Cumbria Growth Hub and Chamber of Commerce as well as working with local businesses and schools in delivering personalised training in all aspects of marketing and technology.