

# LEAD GENERATION USING SOCIAL MEDIA MARKETING

## DMC-L

Duration: 2 days; Instructor-led | Virtual Instructor-led

### OVERVIEW

This course is entry to the intermediate level, for sales & marketing personnel who need basic skills on social media marketing or business owners who want to learn how to leverage social media to bring more organic traffic to the business.

- Brand Awareness
- Organic Lead Generation
- Increase Sales/Profit
- More Website Traffic
- Promotion For New products & Services
- Create Online Presence
- Digital Transformation
- Offline to Online

### OBJECTIVES

By the end of the training, participants will be able to:

- To understand the impact of social media platform
- Setup, manage & optimize company's Facebook fan page & Instagram business account
- Know how to analyst and export report from Facebook Insight
- Able to set up a social media marketing campaign
- Able to produce social media content with effective copywriting.
- Able to create a effective landing page (Call To Action Page)
- Able to capture customer detail and nurture via email marketing.
- Able to manage customer via Social Media
- To provide a better Customer Experience

### PREREQUISITES

- Stable Internet Access (At least 10Mbps above)
- Valid Email ID (either Personal/Business)
- Valid Facebook Account
- Valid Instagram Account
- Valid Google Account
- Dual monitor will have an advantage for better learning experience
- No prior experience is necessary

### AUDIENCE

This course is suitable for:

- Small Business Owner
- Entrepreneur
- Sales & Marketing Personal
- Startups
- Digital Marketer
- Social Media Marketer

- SEO Specialist
- Webmaster
- Any individual who wishes to make use of social media to get more sales.

### COURSE CONTENTS

#### Module 1: Build Your Brand & Dominate Social Media

Social media is a new norm, even my grandmother has a Facebook and Twitter account. In this chapter, we covered the importance of social media, types of content strategies can be used for businesses. We will focus on the world's top ranking platforms, Facebook; the pros and cons of using profile, groups, page for your business, how to get organic traffic, (especially trainer's secret strategies), increase likes and followers at this platform as well as power keywords for closing sales! We will also learn how to set up Facebook page & essential settings and how to optimize it for search engine visibility..

- Introduction to Social Media
- Social Media Content Strategies
- Social Media Marketing Tools
- Power Of Copywriting
- Facebook Marketing
- Instagram Marketing

#### Module 2: Marketing Strategies & Landing Page Mastery

Every business needs to have an office or a storefront; With digital presence, your business needs to have a website! A so-called online-presence. In this chapter, you will learn how to get publicity and awareness via website marketing, we will discuss a few types of website marketing strategies & how to choose the right platform for your business online presence.

- To accommodate the social media marketing strategies, we will also focus on creating a landing page, lead capture and how to nurture your cold leads into hot and responsive leads.
- Fundamental of Website Design and Development
- Choose Your Business Website Platform
- Website vs Landing Page
- Website vs Landing Page Component Create An Effective Landing Page.