



Social Media is evolving at an incredible pace. Yet most of us have no idea how to participate optimally in this unique phenomenon. Some even feel it is an enigma lurking in the distance. It isn't.

Whether you operate online or through direct channels, what customers are saying about you online is more important than your advertising. Social media is now a significant part of your marketing mix.

But what matters in this vast world of social media? The number of friends / followers / subscribers you have? The number of posts / tweets you published? No. What matters is what happens after you participate. Did you grab attention? Did you spark a discussion? Did your participation deliver economic value?

VOX LAB realizes this industry standard and is therefore proud to offer a special 'Social Media Metrics' program designed specifically for marketing and communication specialists. Italian trainer, **Stefano Virgilli**, ran his own design studio in Italy and has ample experience in harnessing social media. In this workshop, he will reveal industry tips and tricks to use Social Media Metrics to push for growth, engagement, momentum, and results.

Course Outline

Theory

- Social Media v PR
- The Seeds Strategy
- Quality v Quantity
- Pros and cons of going viral
- Find a purpose (discover the true nature and purpose of Social Media. It cannot handle everything for you)
- What can go wrong (social customer service)

Practice

- Major Social Media platforms
- Minor Social Media platforms
- Text v Images
- Videos

Results

- SEO (Search Engine Optimization)
- 'True Reach'
- Amplification
- Network Impact
- When social networking becomes social
- Metrics and assessment tools

Who Should Attend

- Those using social media yet not achieving desired results
- Marketing executives
- Communication executives
- PR executives
- Start-up / SME entrepreneurs