



11A Taylor Road, Bracebridge, ON P1L 1S6
1 800.835.7303
Algonquin Park, Almaguin Highlands, Muskoka and Parry Sound
www.explorersedge.ca



BASIC PROGRAM

Social Media Presentation Understanding Traditional Vs Social Marketing

This introductory social media presentation explores how traditional marketing differs from social marketing. Starting from what is needed before engaging in social marketing to an over view of social media sites, producing content and engagement amongst followers.

Agenda:

- Understanding Traditional Marketing
 - Explore current traditional marketing (TV, Radio, Mail, Print)
 - Why are they successful
 - Their limitations in today's market
 - Measurement (ROI)
- Understanding Social Marketing
 - Explore current social marketing (Websites, Social Sites, Mobile)
 - What are their benefits
 - What you should know about Social Marketing
 - Social Media Sites
 - Producing Content
 - Engagement
 - Response
- Where to start
- Monitoring
- Tools and time management
- Encouraging others to produce content
- Building followers
- Connecting tradition and social marketing
- Measurement and ROI of social marketing
- Social Media Advertising
- Q&A

Outcome: You'll develop a better understanding for how social marketing differs from traditional marketing and how they can work together.