

BEST PRACTICES: MANAGING SOCIAL MEDIA

COURSE CODE

» BPI-MASO-1212

DELIVERY METHOD

» Instructor Led Online

COURSE DURATION

» 3 hour

PREREQUISITIES

» None

COMPLETION REQUIREMENTS

- » Attendance
- » In-class participation

This course is a step toward becoming an



MASTER

ELOQUA

COURSE OVERVIEW

This course is an introduction to various social media marketing strategies, available tools, and how to implement the best practices in managing your Social Media initiatives. It enables you to develop the skills required for using social media as a demand generation engine.

The first half of the course focuses on the importance of social media, and how to track social media. The second half focuses on ways to use blogging best practices and steps to use social media for demand generation.

TARGET AUDIENCE

This class is intended for marketers who are new to social media and require a basic overview of social media marketing strategy. Tools and ways to track and manage social media are also discussed.

LEARNING OBJECTIVES

- » Define social media and identify its importance
- » Outline a social media strategy for your organization
- » Identify the variables that you should measure for tracking social media
- » Identify the various tools that you can use to popularize social media and list the best practices for these tools
- » Define a strategy to use blog within your organization and list the best practices for blogging
- » Outline a strategy to use social media for demand generation

For additional information visit www.eloqua.com/education

Eloqua automates the science of marketing – campaign execution, testing, measurement, prospect profiling, and lead nurturing – allowing marketers to acquire customers, drive revenue and do what they do best: develop strong brands, build creative campaigns, and deliver compelling content.