

Social Media & Marketing Workshops

We are delighted to have teamed up with the Consult Centre to be able to bring you these excellent social media and marketing workshops.

How to Content Plan for Your Business

This workshop will guide you through devising a strategic content plan tailored to your business goals. Learn how to create, schedule, and manage compelling content that resonates with your audience.

Outcomes:

- Understand the importance and principles of content planning
- Develop a comprehensive content plan tailored to your business needs
- Learn strategies for creating, scheduling, and managing content effectively

Social Media - An Overview of the Platforms

Learn how to navigate the world of social media with confidence. We'll delve into the key platforms, exploring who uses them and how to decide which ones merit your time and energy.

Outcomes:

- Gain a broad understanding of the major social media platforms
- Understand the demographics and usage patterns of each platform
- Learn how to choose the right platforms for your business based on your target audience and goals

Email Marketing - The Basics of MailChimp

Unlock the potential of email marketing with this foundational MailChimp workshop. Learn how to craft engaging campaigns, manage subscriber lists, and analyse campaign performance.

Outcomes:

- Understand the fundamentals of email marketing and MailChimp
- Learn how to create, send, and manage effective email campaigns
- Gain skills in analysing campaign performance and utilising insights for improvement



To book your place please email UKSPF@lmc.ac.uk or call [01524 521223](tel:01524 521223) for further information