

# SOCIAL MEDIA WORKSHOP - 2018

## For Digital Enthusiasts

January 6th-7th  
Registration Fee - 2000/-

### AGENDA

#### DAY1

Phase 1 – 10:30AM – 1:00 PM

1. Social Media Overview:
2. Social Media Strategies
3. Creating & Managing Pages
4. Creating Your Content Strategy

LUNCH BREAK 1:00 PM - 2:00 PM

Phase 2 – 2:00 PM – 4:30 PM

5. Face Book, Twitter , LinkedIn Advertising
6. Face Book Campaign Creation
7. Creating, Managing & Optimizing The Ads
8. Social Media for Lead Generation.

#### DAY 2

Phase 1 – 10:30AM – 1:00 PM

1. Social Media Listening
2. Social Media Monitoring Tools
3. Targeting the Right Audience
4. Retargeting the Audience

LUNCH BREAK 1:00 PM - 2:00 PM

Phase 2 – 2:00 PM – 4:30 PM

1. Growth Hacking Tools
2. Social Media Analytics
3. Measuring ROI Of Social Media
4. 2018 Social Media Trends

