

OBN BioLearn: Social Media

Start Date: Tuesday, February 26, 2019

9:00 AM

End Date: Tuesday, February 26, 2019 5:00 PM



Image
Coming
Soon

Aimed at helping companies build a good foundation in the world of social media, this course provides an equal balance of interactive presentation, discussion and group work on the applications that are essential to businesses in their marketing mix.

Attendees of this course will gain:

A good understanding of how to approach and apply social media to your industry with a social media strategy

Understanding of how to effectively use Twitter, Facebook and LinkedIn to engage with your target audience and drive business to your website

Knowledge of how to reach new markets through developing options to interact with audiences and influence customer perceptions and action

Understanding of how to use engagement as a marketing tool

Location(s)

London