

Social Networking to Build Your Business

Why Social Networking?

A few years ago, it was important to have a website that represented your business. It is now becoming important to have a social networking presence on the internet.

Having a presence on the internet can build your brand, find you new customers, offer ways of connecting with your existing customers and build your reputation. Google also likes many of these sites and you will be found more easily. It is a free way of marketing - the only cost is your time.

Linkedin, Twitter, Facebook, BT Tradespace, Viadeo, Junction 31, Posterous are all sites that you could use to promote your business online, but how do you do it and which sites are appropriate for your business? What applications are available to help you manage the process? Where do you start?

This package will make social networking part of your marketing strategy. We will work together to find the most appropriate sites for your business, set up your profile on the sites and work together to create your Internet presence, hence building your brand and driving traffic to your site.

What Happens?

The package consists of a series of 10 one - to - one hour long sessions with your trainer. You will together discuss your business by phone, consider the e-networking sites available and select the best ones for your business. Using a virtual classroom, you can share your screen with your trainer and set up your profile on selected sites with trainer support. Some sites, e.g. twitter need additional applications to get the most benefit. This is all set up with trainer support. Guides to back up the training will be sent to you. Over the 10 sessions, it is likely that you will set up LinkedIn, Twitter and 2 - 3 other sites with associated applications.

Up to 2 hours of ad hoc support will be available for 6 months following the final session.

Cost?

The cost of the package is £700 including a headset.

Interested?

To book your package, please contact

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