



MARKETING
INSTITUTE OF
SINGAPORE

MARKETING

Fundamentals of Social Media Marketing & Management

Why You Should Attend This Course:

This 1-day course gives participants a good and solid foundation in Social Media Marketing (SMM). Social media and social networking sites like Facebook, Twitter, LinkedIn and Youtube have permeated the daily lives of consumers as well as businesses. These new media have created a new generation of influencers and have changed the game of marketing. Marketers and business owners cannot afford anymore to ignore the role of social media in their marketing mix, and must learn how to manage and exploit the new media for their businesses. This course aims to equip participants with a good overview of SMM including the popular new media tools, integrating SMM with the overall marketing plan, and the key considerations which include reputational management, monitoring tools, social media policy and crisis communication plan.

Learning Outcome:

- Learn the basic principles of Social Media Marketing
- Learn how to integrate Social Media Marketing into the overall marketing plan
- Explore in detail each of the popular social media tool, namely Facebook, Twitter, LinkedIn, Youtube and geo location tools, and how to exploit them
- Understand the long term approach to Social Media Marketing
- Avoid common mistakes in handling the new media
- Understand the key considerations before you even start on your first social media marketing campaign
- Develop a social media management plan for your business

Course Outline:

Overview of Social Media Marketing

- Basic Principles of Social Media Marketing (SMM)
- Current trends and impact on businesses and marketing
- Popular social networking sites like Facebook – leverage and exploit
- Popular photo and video sharing sites like Youtube, Flickr – use them to create buzz and generate sales
- Professional networking sites like LinkedIn – how to use them in marketing?
- Micro-blogging sites like Twitter
- Other social media platforms like geo-location tools and blogs

Integrating Social Media Marketing to Overall Marketing Plan

- When do you use social media marketing?
- Global and local case studies
- Avoiding common mistakes in SMM
- To outsource or to in-source social media marketing management?
- Crafting an overall SMM plan

Key considerations for Social Media Marketing

- Deploying social media monitoring tools
- Building a reputational management platform
- Developing a social media content management plan
- Building a Social Media Policy Plan
- Creating and testing a Crisis Communication Plan

Who Can Benefit?

All marketers and business owners who are responsible for the company marketing success should attend this essential course in social media marketing. You will learn and appreciate the power of the new media, and learn how to manage and exploit them.

Trainer's Profile:

Ang Eu Gene has spent over 15 years in sales and marketing in top global firms like DHL, FedEx and 3M. Eu Gene has led sales and marketing teams in these organisations, and was a Director of Sales & Marketing in his previous position.

He has built an in-depth knowledge in the areas of sales and marketing, and specialises in sales training & consulting, internet marketing, new media strategy and business processes.

Eu Gene holds a Master in Business Administration (MBA), Marketing, from the Nanyang Business School and a Bachelor in Business Administration, BBA Marketing (1st Class Honours) from the National University of Singapore, and held 3 scholarships.

Date:

31 Jan 2012
17 May 2012

Course Fees:

S\$450.00

MIS MEMBER:
20% OFF

For Course Enquiries

Web:
www.mis.org.sg/seminars

Email:
seminars@mis.org.sg

Tel:
6327 7586 / 583/ 582

Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904



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Unleash the Power of Social Media Marketing

Why You Should Attend This Course:

Social Media Marketing (SMM) has become a buzzword for marketers and business owners in recent times. However, as most marketers are still grappling with how to manage and control social media marketing, others have forged ahead with creative new media marketing strategies and gaining incredible results. This 1-day course aims to open the minds of participants to new and innovative ways to unleash social media marketing in this new era. Participants will see global and local case studies that can be adapted and emulated in a practical manner. Participants will learn through a series of mini lectures, case studies, group discussions, presentations and role plays. Participants are assumed to have a basic working knowledge of social media marketing, or have experience in social media campaigns, or have undertaken the Fundamentals of Social Media Marketing course previously.

Learning Outcome:

- Review the basic principles of Social Media Marketing (SMM)
- Gain insights from analysing recent global and local case studies
- Understand the ROI in SMM and justifying budget for its investment
- Review and measure your current capability in deploying SMM
- Discover creative approaches and strategies using social media for brand building, tactical campaigns and customer relationship management

Course Outline:

- Social Media and Marketing – Global and Local Trends
- Components of Social Media Marketing (SMM)
- SMM case studies – The Good, Bad and Ugly
- Popular Platforms: Facebook, Twitter, Youtube, LinkedIn
- ROI on Social Media Marketing
- Powerful SMM Strategies for Brand Building
- Innovative SMM Tactical Marketing Campaigns
- Creative use of SMM for Customer Relationship Management

Who Can Benefit?

All marketers and business owners who are responsible for the company marketing success should attend this advanced course in social media marketing. You will learn and appreciate the power of the new media, discover new ideas and strategies, and learn to invest more into social media marketing for the future.

Trainer's Profile:

Ang Eu Gene has spent over 15 years in sales and marketing in top global firms like DHL, FedEx and 3M. Eu Gene has led sales and marketing teams in these organisations, and was a Director of Sales & Marketing in his previous position.

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REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

- | | | | |
|--|------------|---------------------------|-----------------|
| <input type="checkbox"/> Fundamentals of Social Media Marketing & Management | S\$ 450.00 | 31 Jan 2012 / 17 May 2012 | 9.00am – 5.00pm |
| <input type="checkbox"/> Unleash the Power of Social Media Marketing | S\$ 450.00 | 1 Feb 2012 / 18 May 2012 | 9.00am – 5.00pm |

Special Package Fee:

2 Courses Package S\$ 750.00

**Fees are subjected to prevailing GST.

Includes lunch & refreshments.

Special Package Fee cannot be used in conjunction with 20% MIS Member Discount.

**Approved for SDF funding*

Please indicate if you wish to apply Yes No

| Participant(s) Name | Designation | E-mail | Contact No. |
|---|-------------|--|-------------|
| 1) | | | |
| 2) | | | |
| Company: | | | |
| <input type="checkbox"/> Member (MIS Membership No): | | <input type="checkbox"/> Non-Member | |
| Billing Address: | | | |
| Contact Person: | | Designation: | |
| Tel: | | E-mail: | |
| How did you know about this course? (You may tick more than one) | | <input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____ | |

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to 20% discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to 5% discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

| Notice Period | Withdrawal / Cancellation Charge |
|-------------------------------------|----------------------------------|
| More than 14 days | No charge |
| Less than 14 days | 25% of course fee |
| Less than 3 working days or No-Show | 100% of course fee |

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

FOR COURSE ENQUIRIES

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Singapore 079904