



DIGITAL  
MARKETING  
INSTITUTE

# Professional Diploma in Social Media Marketing



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## Introduction

Social Media Marketing is one of the fastest expanding digital marketing channels.

This Professional Diploma in Social Media Marketing has been designed to help you understand how to create and implement strategic and winning social marketing plans.

This course has been developed in order to help you understand how to integrate social media into your digital marketing campaigns.

This Professional Diploma in Social Media Marketing, designed by the Digital Marketing Institute in conjunction with some of the leading social media marketing practitioners in the country, is fully accredited by the Digital Marketing Institute.

It provides you with detailed & practical knowledge to fully develop social media expertise.



## Who is this course for?

This course is for marketing people who have a need to understand how to develop and implement social media marketing campaigns for their business. You will learn how to evaluate the various social media tools available and understand which ones are most suited to your particular business. At the end of the course, you will be able to create and implement a social media strategy for your own business or that of your clients.

## What will you learn?

This Professional Diploma in Social Media Marketing provides you with the best foundation available in all of the main theories, concepts, techniques and application expertise required to effectively develop plan and implement your social media campaign.

During this course you will learn the following:

- Listening is one of the most important skills available to the social media practitioner – you will be introduced to some of the most important listening and monitoring tools and applications that are currently available. These tools allow you to listen to what, and how, people are communicating.
- You will learn how social media is now such an integral part of the digital marketing landscape and how what you say through your social media commentary can have an impact on company brand, awareness, sales and, ultimately, profits.
- You will understand how Facebook, Twitter, LinkedIn, Google+ and other, new tools such as Foursquare, Groupon and Quora are changing the business landscape – forever!
- Throughout this course you will learn how to plan your social media campaign so that your implementation goes according to your digital marketing plan.
- You will learn how to collate news and information from various online sources that will help you to build your conversation while expanding your digital presence, promoting trust while creating supporters and promoters for your business.
- You will learn how to manage “online rumours”, enhance your online PR and enhance your crisis management abilities.
- We help you to create and implement a social media marketing strategy for your business, enabling you to drive increased traffic while improving client relationships.

## Course Format

The format for this Professional Diploma in Social Media Marketing is through

- classroom learning
- home study
- written assessment

Classroom learning is very interactive and hands-on, using a combination of lecturing, workshops, discussion and practical case studies.

This is a part time course and is delivered over 36 Hours.

Throughout the course, you will understand how social media can be used in business to optimum effect. You will interact with your classmates through social media tools and applications including LinkedIn, Twitter, Facebook and some of the newer products including Foursquare and some of the other emerging social tools.

## Assignment

The Professional Diploma in Social Media Marketing course requires that you complete a written assignment if you would like to receive your Diploma from the Digital Marketing Institute. You will be required to develop a social media plan for your business. This assignment will then be assessed by a panel of experts.

## Award

Students will be awarded their Professional Diploma in Digital Marketing on the basis of their attendance record and on the result of a written assignment. This assignment is designed to test your knowledge and understanding of social media marketing, including blogging, Twitter, Facebook and LinkedIn.

The course is fully accredited by the Digital Marketing Institute and the Scottish Qualifications Authority and is mapped onto the European Qualifications Framework. .

## Fee

Course fees are **€1,495.00**. This includes all materials, documentation, assignment correction and certificate. Teas/Coffees are also included throughout the duration of the course.



## Lecturers

Your lecturers are some of the leading personalities in the Social Media Marketing sector. This is a sample list of our lecturers – please visit [DigitalMarketingInstitute.ie/lecturers](http://DigitalMarketingInstitute.ie/lecturers) for more details.



### Krishna De

Krishna De is an award winning digital marketing, brand engagement and social media speaker, commentator and mentor. Her online education programmes covering personal branding and online networking for career success, digital marketing and social media marketing are widely acclaimed. Krishna consults and guides business leaders of FTSE 100 companies, professional services firms and the media on how to integrate and leverage social media marketing into their marketing, communications and PR plans.



### Conor Lynch

Conor Lynch is the founder of Connector, an Irish social media business specialising in creating connections online and offline through events, training and consulting. He is an honours marketing graduate and has worked in digital and social media marketing for 12 years. He is the current Chair of the Irish Internet Association's 'Social Media Working Group', which has the objective of promoting social media best practice in Ireland.



### Greg Canty

Greg is a partner with Fuzion Communications, an award winning PR firm with offices in Cork and Dublin. Besides specialising in all matters online including Web Optimisation/Strategy and Social Media Strategy, Greg brings vast business experience to this course. He is a qualified accountant who spent 5 years in a small to medium sized practice before moving to industry with Moog a US manufacturing subsidiary.



### Ruairi Mc Nally

Ruairi has been a Media Director with BlueCube Interactive for over 5 years and has worked in the Irish Digital industry for 8 years. Bluecube Interactive are a brand engagement agency based in Dublin and Belfast and they are a full service digital agency. With Bluecube interactive Ruairi has worked on digital strategy on all-ireland campaigns for Northern Irish Tourist Board, BT, Aer Lingus, Ulster Bank, National Trust, Consensia, AXA Insurance, Delta Index, Sony Music, Bachelors to name a few.

Please note that as this a practitioner led course and some of the lecturers mentioned above may not be available to deliver the course that you decide to attend.

## Course Syllabus

### Module 1: Introduction and Strategy

- An introduction to the strategic approach to planning and implementing a social media marketing strategy
- You will be introduced to some of the various platforms from wikis to blogs, from online video to social networks
- This module covers creating a strategy for online marketing, social media, blogging and digital video for business.
- You will understand how to develop a plan for your web site, social media & email database, focusing on the best investment of your time & money
- Establishing the goals and KPIs for your social media communications programme

### Module 2: Listening and Building / Business Blogging

- An introduction to the keys elements to your social media marketing plan
- Really Simple Syndication (RSS) –how you can use RSS to your distinct advantage
- Determine when to listen, who to listen to and what you should be looking out for
- You will learn about the various application and tools that currently exist for listening to conversations about your business, your brand or your message
- What is business blogging
- Why blogging should be part of your digital marketing strategy
- The structure/format of a business blog
- SEO and Blogging
- Developing your blog – deciding on and creating content, blogging platforms, managing your publishing calendar, blog policies
- Building your community through blogging
- Developing your blog “persona”
- Growing and enhancing your site traffic using your blog(s)
- Case studies

### Module 3: Twitter

- What is Twitter and the anatomy of a Twitter profile
- Twitter terminology, tools and tips
- How and what to post to Twitter
- Best practice case studies of Twitter use in business
- Integrating Twitter into your communications plan
- Nurturing and building your Twitter community
- Interactivity with an building your Twitter followers
- Case studies using Twitter for Success



## Modules 4: Facebook

- What is Facebook and how it can be used for business
- Creating your Facebook page
- Using Facebook to build your community
- Facebook terminology
- Best practice case studies of Facebook pages
- Engaging fans and building your Facebook community
- Integrating Facebook into your communications plan
- Promoting & supporting your Facebook users
- Facebook Tips and Tricks
- Case studies using Facebook Campaigns



## Module 5: LinkedIn

- What is LinkedIn and how it can be used for building your business profile
- Tools, tips and applications to use to enhance your visibility and profile
- Nurturing your LinkedIn network
- Researching and connecting to new business opportunities
- LinkedIn Groups
- LinkedIn Events
- Integrating LinkedIn into your marketing strategy



## Module 6: Google+

- Is Google+ "just another social media application" or will it have a significant impact on how we do business?
- What is Google+ and how is it shaping the social media landscape?
- How can it be used to build your business (and personal) profile
- Google+ Circles, Sparks, Hangouts and Huddles
- Using Google+ on mobile devices to connect with clients
- Integrating Google+ into your marketing strategy
- Tools, tips and applications to use to enhance your visibility and profile using Google+



## Module 7: YouTube & Video in Social Media Marketing

- Introduction to YouTube (and other video sites)
- Understanding YouTube
- Using YouTube as a social media website
- Using YouTube as part of your marketing plan
- Creating a YouTube account and an understanding of best practices
- Developing, Creating, Editing and Uploading video
- Linking and Embedding videos
- Case Study



## Module 8: Crisis Management; Integrating Social Media into your Marketing Strategy

- Case studies of companies using Crisis Management within Social Media
- Integrating social media into risk management strategy
- Implementing a Social Media Policy & Action Plan
- Integration Points (Links to media Planning Lectures)
- Extension Points
- Deliverables and KPIs for social media
- Social Media in a 24 Hour, 360 Degree world
- Implementation plan for Social Media
- Case studies of companies impacted by social media
- Integrating social media into your risk management and crisis communications

## Module 9 – Social Gaming, Crowdsourcing and the Future

- Social Gaming
- In Game Advertising
- Virtual Worlds
- Virtual Currencies
- Social Entertainment & Learning
- Crowdsourcing
- User Generated Content & Open Source



## Module 10: Social Media and Your Online PR, Strategy & Practice

- What is Online PR
- Organisational Analysis and Segmentation,
- Developing your Online PR Strategy
- Implementing your Online PR Tactics
- SEO Considerations
- Online PR Planning
- Managing Online PR Risk, Opportunities and Brand reputation.

## Workshop: Developing and Implementing your Social Media Plan

- Understand how to develop a social media strategy.
- Develop a research plan in order to implement the various tools and applications studied.
- Provide participants with the practical tools and techniques to create your social media marketing strategies.
- Understand your own business requirements and shape your strategy around these needs.
- At the end of this workshop, you should be in a position to further develop your social media strategy document with a view to immediate implementation.



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