



WORKSHOP

TAKE ADVANTAGE OF SOCIAL MEDIA

Do you know how to make the most of social media for your business?

Whether you like it or not, your clients will judge you by your website, your LinkedIn profile, your tweets, Facebook, and blog.

JMA will show you the basics so you can start to build a credible, professional online profile, and learn to create, manage, and share social media content that will attract valuable new leads.

Content

Topics covered include:

- which platforms, and how often?
- how to find your niche audience
- simple ways to create a great LinkedIn profile
- how to leverage LinkedIn to be seen as the expert
- top tips for blogging
- how to use Twitter in your marketing.

Outcomes

After the session, participants will have an understanding of which platforms are right for them and their business, and will know how to get started on them. And if you have an existing LinkedIn profile, we'll review it to make sure it meets basic best practice for professional services.

Audience

Anyone responsible for business development, from marketers to managing partners.

Basic familiarity with common social media platforms is assumed.

Delivery

1 hour interactive workshop.

Many of our workshops may be eligible for CPD points. Contact us to find out more.

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