

Learning Social Media: SMM 101, 201

We believe that Social Media Marketing (SMM) will become the new face of marketing and marketing communications. Right now there is major shift in the way marketing and sales is being done. Companies, by the groves, are jumping on the social media train. Why? There are few media that allow a company to humanize with their customers as easily and frequently as through social medias like Facebook and Twitter.

Although these once trendy teen-aged outlets were at first developed for purely frivolous conversation pieces, they have proven to be outstanding in turning serious results immediately and ongoing. They have grown well beyond the teens and young adults. Today there are more than 400 million online users. 50% of these users log on at least once in any given day. And, it is quickly becoming one of the world's most frequent way to share links, news stories, blog posts, notes and more.

Sign up for our SMM 101 or 201 courses and learn the basics. Find out how to set up a Facebook, LinkedIn and Twitter business page and how to integrate websites and marketing campaigns, what to post and how often? In SMM 201 we'll help you go viral with cross over campaign strategies, messaging and lead generation tactics.

**To book your course today call
801-860-7164 or email us at
info@solidmarketingconcepts.com**



Seven in 10 marketing professionals either have very little to no understanding (31%) about relevant social media conversations around their brand or clients' brands, or use a few ad-hoc tools (39%), according to a new survey from Alterian. The remainder report regularly to management. Alterian analysis indicates the majority do look to improve their level of understanding about these conversations and redirect their social media monitoring strategy to improve awareness and engagement.
— Alterian

What level of understanding do you have about the social media conversations happening around your brand or that of your clients?

