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## Social Media Seminars & Training

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Social media offers amazing new opportunities for businesses to communicate directly with constituents in ways that were unimaginable just a few years ago. You don't need newspaper editors and broadcast producers any more. You can now take your message directly to your public.

This is a complex new world with plenty of standards, practices and pitfalls that are foreign to most marketers. Just keeping up with the tools is an overwhelming job.

I can help. My training services shortcut the learning curve, helping you learn in a day what would otherwise take months of trial and error. I've spent more than a decade in online media. I've learned the tricks, used the tools and made the mistakes so you don't have to make them.

I help businesses understand social media and position themselves to take advantage of its power. I'm the author of the award-winning 2007 book [\*The New Influencers: A Marketer's Guide to the New Social Media\*](#), the 2008 sequel, [\*Secrets of Social Media Marketing\*](#), and [\*Social Marketing to the Business Customer\*](#) (2011). My consulting and training covers the use of blogs, podcasts, video, social networks and online communities to energize marketing and build customer loyalty.

I'm not an agency. I'm an advisor. In addition to shaving months off the learning process, I'll help guide you into the global online conversation with a strategy and a voice that stand out from your competitors.

My training and custom consulting services address these six areas:

1. Understanding social media's growing importance in the changing media landscape;
2. Tools and tactics for tracking online conversations;
3. Turning online feedback into actionable information;
4. Overcoming internal obstacles to social media initiatives;
5. Selecting tools and metrics to match business objectives; and
6. Building and sustaining effective online communities.

Services begin with education and proceed through strategy and implementation. All seminars can be delivered on-premise or online.



## Social Media Crash Course

My Social Media Crash Course provides a comprehensive introduction to social media, an overview of technologies and tools, numerous examples of business successes and failures and an overview of standards, norms and behavioral principles for social networks. Topics include:

- ➔ Definition and background of social media;
- ➔ Key terms to understand;
- ➔ How influence works in online communities;
- ➔ Understanding the role of search role in the social media equation;
- ➔ Tools and products to monitor online conversations;
- ➔ The seven uses of business blogs;
- ➔ Choosing which social media are right for your needs;
- ➔ Developing unique content, positioning and voice;
- ➔ Tricks of the trade for generating word of mouth awareness;
- ➔ How to amplify content with multiple social media channels;
- ➔ Social networks – concepts and constructs;
- ➔ Using Facebook, LinkedIn and Twitter for marketing;
- ➔ Online video strategies;
- ➔ Behavioral and cultural standards;
- ➔ Measuring results and ROI.

Training is generally conducted in half-day seminars, with plentiful handouts and examples. Optimal class sizes are 10 to 15 participants, but larger groups can be accommodated with advance notice.

Each presentation includes a package of published articles and recommended websites on relevant topics. Each customer will also be provided with two complimentary copies of my books, *The New Influencers* and *Secrets of Social Media Marketing*.

## Specialized and Intensive Training

Once you understand the basics, you can move on to intensive training in these areas. Custom programs are also available:

- ➔ **Using Social Networks for Business** - Focusing on Facebook, Twitter and LinkedIn, this hands-on session provide a tutorial on the many ways to apply these applications for business benefit. Participants learn the major features of each service, apply the powerful concept of “friending,”



learn how best to manage personal profiles and groups and analyze the best practices of innovative business social networks.

- ➔ **Intensive Blogger Training** -- This course introduces prospective bloggers to the culture of the blogosphere and helps them prepare for the task of expressing themselves online. It includes advice on finding voice, identifying audience, blog promotion, reciprocal links, raising visibility through direct outreach, search engine optimization for blogs and tactics for driving traffic.
- ➔ **Calculating Return on Investment** - Anything that can be measured can be used to calculate ROI, and that includes social media. Many people say the ROI of social marketing can't be measured, but I beg to differ. Here are some guidelines for measuring the value of a visitor, a community and even a tweet!
- ➔ **Hands On: Identifying Influencers** -- The Social Media Crash Course touches upon the basics of finding influencers online. In this course, we go in-depth to look at alternative search techniques using tags, social bookmarking sites, blogrolls and user-generated indexes to identify advanced sources of influence. This requires Internet access for all participants and the course is tuned to specific clients and topics that are relevant to the audience.
- ➔ **Advanced Blogging Techniques** – The Social Media Crash Course covers the seven different types of company blogs. In this two-hour course, we explore the merits of different approaches to blogging, tactics for generating awareness and traffic, creating a unique voice and tips and techniques for packaging information for maximum impact. This course is all about editorial content, from topic selection to awareness-raising tactics.
- ➔ **Search Optimization** – Every person inside your company or associated with your company should be publishing with an eye toward search optimization. This discipline goes way beyond keywords and tagging. Writing for search involves optimizing your approach, packaging, topic selection, visuals, syndication and other factors to associate your brand with the terms your customers use.
- ➔ **Twitter for Business** – It's the hottest new social networking tool but also a dense and confusing mess to the uninitiated. We look at the dynamics of Twitter relationships, who should "tweet" for your company, how to choose topics, following and being followed, how to express yourself in 140 characters and the low-hanging fruit of business value.



## Custom Training

I have also taught custom programs in the following areas and am happy to design a course to fit your needs.

- **Webcast/Podcast Crash Course;**
- **Business Applications of Social Networks;**
- **Influencer Marketing;**
- **Secrets of Great Writing;**
- **20 Tips for Successful Blogging ;**
- **Using Social Media For Event Promotion;**
- **Amplifying Your Message With Multiple Platforms;**
- **Integrated Social Media Campaigns;**
- **Using Social Media for Lead Generation;**
- **Online Fundamentals for Publishing Professionals.**

## Social Marketing Advisory Services

My social media strategy services apply the concepts learned in the training stage to the client's specific circumstances. We jointly analyze the business objectives, determine potential applications of social media tools, define a unique position and voice, choose appropriate participants and train them in the best practices and nuances of the medium. We also show marketers how to monitor the conversations going on around them.

This is where it all comes together for the business. Using the techniques outlined in the training, I show you how to tap into the conversations taking place around your company and market and how to determine which influencers merit your attention. I also define strategies for connecting with those people and, where possible, enlisting them as brand advocates.

The second part of the strategy consultation is helping you to enter the global conversation. When you do, you'll understand the culture, practices and etiquette of the medium. You'll know what it takes to be successful and what mistakes to avoid. Most importantly, you'll have a content model that insures that your contributions are unique, compelling and relevant to the audience you are trying to reach.

My strategy consultations consist of on-site or virtual meetings to determine objectives, examine the competitive landscape and analyze the company's communications strengths and weaknesses. Recommendations provide a starting point for a social media initiative, and regular reviews and written feedback sessions are encouraged in the first few months to keep the strategy on track. A typical engagement lasts three to six months, by which time the organization is generally ready move communications and monitoring activities in-house.



## Selected References

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## About Paul Gillin



Paul Gillin is a writer, speaker and business adviser who specializes in the strategic use of social media. Since 2005, he has written four books and published more than 130 articles about the changes in markets and society being driven by media democratization. He has also addressed audiences around the world ranging from students to CEOs.

Paul is a popular keynote speaker and lecturer who has logged more than 200 invited speaking appearances before audiences of as many as 3,000 people. His presentations combine humor, multimedia and plain-talk advice to entertain as well as explain. His clients have included the Walt Disney Co., Turner Broadcasting, M&M Mars, Volvo, Corning, the U.S. Department of Defense, Qualcomm and many others.

He is a veteran technology journalist with more than 23 years of editorial leadership experience. He was founding editor-in-chief of TechTarget, one of the most successful new-media firms to emerge on the Internet. Previously, he was editor-in-chief and executive editor of the IT newsweekly *Computerworld*.

Paul's award-winning book about social media, [\*The New Influencers: A Marketer's Guide to the New Social Media\*](#), was published in 2007. His second book, [\*Secrets of Social Media Marketing\*](#), was published in late, 2008 and his third book, [\*Social Marketing to the Business Customer\*](#), co-authored with Eric Schwartzman, was published by John Wiley & Sons in early 2011. He also co-authored [\*The Joy Of Geocaching\*](#), which looks at the phenomenon of a worldwide game that is enabled by a social network.

Paul writes the monthly [New Channels column](#) for *BtoB* Magazine. He is a research fellow at the [Society for New Communications Research](#) and chairman of the social media cluster at the [Massachusetts Technology Leadership Council](#). He also serves on the Procter & Gamble Digital Advisory Board. His website is [www.gillin.com](http://www.gillin.com) and he blogs at [www.paulgillin.com](http://www.paulgillin.com).



## Pricing

Standard speaking engagements are priced at \$4,500 per day for corporate and business events. Presentations requiring extensive customization may carry additional fees. Nonprofits and associations are entitled to a 50% discount off the standard fee. International presentations require a surcharge based upon travel and time demands.

I also offer a remote option that delivers a half-day seminar or specialized training course via an online meeting service with prices starting at \$1,000.