

## Search and Social Media Marketing (Combined)

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Salford Professional Development in partnership with Salford Business School launched the Search and Social Media Marketing (SSMM) programme to increase your knowledge of advanced online marketing. The course comprises of a Foundation level, for those who are new to the field, and a Professional level for those with previous experience. These courses are delivered in sequence, so the combined course gives you the opportunity to continue on to the Professional level following the completion of the Foundation level.

### Overview

According to last year's statistics, a rising 56% of people worldwide engage in social media, and a staggering 98% of young people aged between 18 and 24 are social networking. These figures represent the rising impact that the technological age has had on the way in which we communicate and market ourselves on a regular basis. The next generation of professionals are driven by new media and online marketing.

So, how is social media marketing beneficial for your business or organisation? It generates wider online awareness. It is becoming increasingly important to establish an online presence in order to create a following for your business, while traditional marketing techniques fail to compete with the virtual world.

The **Foundation** course of Search and Social Media Marketing is for you if you are new to the search marketing subject area and have little or no prior knowledge of online marketing. This course is ideal for those of you who looking to start a career in digital marketing or to help understand how your business can use digital marketing to your advantage

The **Professional** course of Search and Social Media Marketing is aimed at those who are practitioners in the field and would like to increase their knowledge and understanding of advanced online marketing. More focus is placed in this course on developing business expectations, project management and advanced SEO practices. Also, a full session is dedicated to Social Media marketing and its integration with online marketing.

### Delegates and Agenda

Covering a wide range of areas, this training course will provide you with all you need to know to get the best out of online marketing. The SSMM programme is delivered in the evenings with the following approximate time allocations:

- 4:30 – 6:30pm – Training session including hands on practical activities

- 6:30 – 8:00pm – Industry guest speaker talk, discussion and questions

<b>Search &amp; Social Media Marketing – Foundation – 4 days</b>	
<b>Week 1</b>	<ul style="list-style-type: none"> <li>• Search &amp; Social Media Marketing Context</li> <li>• How do we learn SSMM?</li> <li>• Search &amp; Social Media Marketing Context</li> <li>• How Google and other search engines work developing a keyword plan</li> </ul>
<b>Week 2</b>	<ul style="list-style-type: none"> <li>• Fundamental on-site optimisation</li> <li>• Evaluating your web pages from search engines' perspective</li> <li>• Implementing your keyword plan by writing content</li> </ul>
<b>Week 3</b>	<ul style="list-style-type: none"> <li>• Fundamental off-site optimisation</li> <li>• Increasing your link popularity</li> <li>• Integration with Web 2.0 tools and Social Media Marketing</li> <li>• Pay-per-click: if you need results fast</li> </ul>
<b>Week 4</b>	<ul style="list-style-type: none"> <li>• Peer-presentations and Foundations review</li> <li>• How not to manage your search &amp; social media marketing SSMM as an ongoing marketing process</li> <li>• Learning from your website visitors' experience</li> </ul>
<b>Search &amp; Social Media Marketing – Professional – 6 days</b>	
<b>Week 5</b>	<ul style="list-style-type: none"> <li>• Strategic and operational campaign management</li> <li>• Advanced keyword research</li> <li>• Refining Keyword Lists</li> </ul>
<b>Week 6</b>	<ul style="list-style-type: none"> <li>• Advanced Search and Social Media tools, techniques and analysis</li> <li>• SEO Server Configuration</li> <li>• Web Site Architecture</li> <li>• SEO Web Site Page Construction &amp; External influences</li> <li>• Social Media techniques and analysis</li> </ul>
<b>Week 7</b>	<ul style="list-style-type: none"> <li>• Building trust: balancing human and technical aspects</li> <li>• Advanced Link building</li> <li>• Advanced Internal &amp; External Linking</li> <li>• Strategies to Acquire Good Inbound Links</li> </ul>

	<ul style="list-style-type: none"> <li>• Attracting Links</li> </ul>
<b>Week 8</b>	<ul style="list-style-type: none"> <li>• Social Media and the impact of Web 2.0</li> <li>• Social Media Marketing</li> <li>• Social Media key motivators and behaviour</li> <li>• Social Media Risks &amp; Obligations</li> <li>• Reputation Management</li> </ul>
<b>Week 9</b>	<ul style="list-style-type: none"> <li>• Campaign reporting and review</li> <li>• Editing and Optimising</li> <li>• How to Write Good Copy Using Keywords</li> <li>• How to Deal with Pages Moved or a Remodel</li> <li>• How to Deal with Large Sites and Difficult programming</li> <li>• Reporting and analytics</li> <li>• Web Analytics</li> <li>• Brand Reputation Monitoring &amp; Management</li> </ul>
<b>Week 10</b>	<ul style="list-style-type: none"> <li>• Peer-presentations and Professional review</li> </ul>

### Learning Outcomes

Covering a wide range of areas, this training course will provide you with all you need to know to get the best out of online marketing.

This course covers:

- Keyword research and competition benchmarks
- Social Media research and competition benchmarks
- On-site optimisation
- Off-site optimisation
- Project initiation meeting
- Scoping and setting objectives for Search and Social marketing campaign
- Keyword research and competition benchmarks
- Social Media research and competition benchmarks
- Agree key performance indicators
- Develop a website and social media strategy
- On-site optimisation
- Off-site optimisation
- Monitoring and reporting

- Learning and optimisation
- Ongoing project management and project review

**If you are interested in learning more about this social media marketing course, or other courses available, please contact us on 0845 431 0433 or [cpd@salford.ac.uk](mailto:cpd@salford.ac.uk)**