

## Search and Social Media Marketing (Foundation)

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This 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.

### Overview

Search Engine Optimisation (SEO) and Social Media Optimisation (SMO) are no longer an optional choice for many organisations competing for the increasingly internet savvy consumers. Do you have a digital strategy and a social media policy? Do you know that if you don't manage your social media presence chances are your customers will manage it for you and not always in a most favourable way?

For more information and to find out what our past course participants think of the course why not visit our blog site

This Search and Social Media Marketing Course is run by industry expert Alex Fenton and features numerous digital marketing industry speakers. Below is a list of speakers who provide the programme with real life experiences, and are available for one part of the evening session.

- **Alex Fenton** – SSMM Course Leader, Salford Business School
- **Richard Gregory** – Chief Operating Officer, Latitude Digital Marketing
- **Nikki Stasyszyn** – SEO Executive, PushON
- **Zoe E Breen** - Producer, BBC WebWise
- **Rebecca Rae** – Digital Results Lead, Reason Digital
- **Paul Delaney**, SEO Account Director, MEC Global
- **Phil MacKechnie** – Associate Director and Head of SEO, Carat
- **Aisha Choudhry** – Senior Search Manager, FastWeb Media
- **Tony Keen**, SEO Account Director, MEC
- **Ben McKay** – Head of SEO, MoneySupermarket
- **Alex Moss** – Freelance SEO Consultant
- **Tom Smith** – Director of Search at Fast Web Media
- **David Towers** – SEO Director, MEC Interaction
- **Simon Wharton** – Managing Director at PushON

- **Peter Young** – Regional head of SEO – UK and Ireland – Mediacom
- **David Nicoll** – SEO Executive – Mediacom
- **Anjlee Bhatt** – Social Media and digital strategy coach
- **Phil Wright** – Digital, Search and Online Marketing Strategist, SMRS
- **Tom Mason** – Social Media Campaign Manager, Delineo
- **Phil Morgan** – Head of Search, Delineo
- **Paul Spreadbury** – SEO Account Director, MEC

### 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>

## **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)**