Social Media Marketing for Teams

Course Guide
# Course Overview

<table>
<thead>
<tr>
<th><strong>Total price</strong></th>
<th>Corporate Rate - please contact us for details</th>
</tr>
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<tbody>
<tr>
<td><strong>Duration</strong></td>
<td>Total 12 hours</td>
</tr>
<tr>
<td><strong>Schedule</strong></td>
<td>12 hour sessions (choose your own schedule)</td>
</tr>
<tr>
<td><strong>Type of class</strong></td>
<td>In-person world class workshops</td>
</tr>
<tr>
<td><strong>Level</strong></td>
<td>Beginner - Intermediate</td>
</tr>
<tr>
<td><strong>Language</strong></td>
<td>English (Thai also available)</td>
</tr>
<tr>
<td><strong>Class size</strong></td>
<td>Maximum 20 students</td>
</tr>
<tr>
<td><strong>Software</strong></td>
<td>Buffer, Co-schedule, Zapier, Canva, HubSpot, Trello, Google Analytics, Copy.AI</td>
</tr>
<tr>
<td><strong>Topics</strong></td>
<td>Community management, content calendars, conversion rate analytics, data driven marketing, segmentation, social media strategy, sales funnels, social campaigns, multi channel social media management tools like Hootsuite and Social Pilot</td>
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**How to apply**  
Email info@webcoursesbangkok.com to find out the next available course date.
"...a company that focuses on people and building up their intellectual strengths and core values."

*Pat Farren, Facebook*
Effectively use Social Media communities for your business

Learn how to design, plan and create content for the most trending Social Media channels and platforms.

We understand your company’s capabilities, needs and goals in detail. We run a free "learning goals" workshop to understand your business and industry; uncover your teams’ aims and expectations; and get familiar with your work flows and your teams’ capabilities. If you have a specific project in mind, then let us know!

We build a customised workshop together based on your needs. We provide a "learning outcomes" recommendation specific to your needs and build a customised workshop, which can truly benefit your teams to perform more effectively towards your desired goals.

We provide tailored, hands-on team-based training to deliver actionable results. We tailor make the workshop with worksheets, examples and case studies addressing your project so that your teams are already working on solutions to deliver results benefiting your business in the future.

We provide online support for up to 1 month and options for additional consultancy. We believe in building long-lasting relationships -- and friendships -- which is why we offer exclusive online support for up to 1 month after the workshop is completed and more options for consultancy to help your teams excel even further."
Create meaningful, lasting connections and build your online community the right way for your audience.
Shifting your brand to digital communities of shared value and identity.

- Take control of your organisation's social media activity and learn the strategies that yield the best ROI
- Upskill your teams to be able to create social media strategies that map to your company themes, products, services and goals.
- Bringing your SMM back in-house can save you thousands of dollars each month. Have your own team who knows your business best?

*We believe your success is our success*
"Our instructors are industry experts who have a wide range of professional experience, and up-to-date knowledge of software and workplace practices.

Turn theory into knowledge as you learn to strategise the market through social media for your business. Our aim is to support your learning goals with hands-on industry training, career advice, and ongoing support and guidance.

Our classes are intentionally designed to be interactive and practical, so that you feel confident to share ideas as well as independently create your own designs.

You will receive additional resources such as class projects, worksheets, and online help, so you always feel supported and encouraged as you learn.

Our courses are constantly reevaluated and developed to give students the most relevant, up-to-date knowledge and skills. We want you to feel confident and prepared to take your first steps in a new direction—both personally and professionally. "
# Course outline

<table>
<thead>
<tr>
<th>Day 1</th>
<th>Lesson</th>
<th>Theory</th>
<th>Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Morning</strong></td>
<td>Social media marketing</td>
<td>What is social media marketing?</td>
<td>Dive into what social media marketing is all about and explore different platforms to give your teams a solid understanding of each platform.</td>
</tr>
<tr>
<td><strong>Afternoon</strong></td>
<td>Social media marketing strategy</td>
<td>How and where does social media fit into your marketing strategy</td>
<td>Take a closer look at your current marketing challenges to see how and where social media fits into your marketing strategy.</td>
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<table>
<thead>
<tr>
<th>Day 2</th>
<th>Lesson</th>
<th>Theory</th>
<th>Practice</th>
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<tbody>
<tr>
<td><strong>Morning</strong></td>
<td>Data and analytics</td>
<td>Social media data and analytics</td>
<td>Learn more about the data side of social media to see how to make well-informed, data-driven marketing decisions as well as evaluate campaign performance ROI so that they can effectively develop social media budgets and reports.</td>
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<tr>
<td><strong>Afternoon</strong></td>
<td>Social media marketing tools</td>
<td>Social media marketing tools</td>
<td>Hands-on training on popular social media marketing tools HootSuite and Social Pilot</td>
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Optional Add On

**Accessibility design: add 1 day**

Ideal for both designers and developers, this 1 day practical workshop will give your teams the tools and processes to make your apps and websites fully accessible. We will cover how to implement both IOS, Android and WCAG accessibility guidelines in a fun and interactive way.

**Social Media Ad Campaigns: add 2 days**

This two day workshop dives into each social media platform -- Facebook, Instagram, Pinterest -- to see how to set up campaigns; design ad creatives; target and segment audiences; analyze campaign data and insights; optimise campaigns; and develop reports so your teams can confidently build and run social media ad campaigns.

**UX/UI FOR TEAMS: add 2 days**

A two-day workshop that is customised specifically for your company’s UX/UI-based project(s) and workflows so your teams truly get the most benefit out of learning about UX/UI; how to identify good vs bad design; and how to use industry leading tool Figma; so that they can quickly apply these learnings to improve your business.

**Design Leadership: add 2 days**

A workshop ideal for mid- and senior-level managers who want to influence, inspire, and increase their team’s effectiveness. You will be able to better motivate your teams and individuals. We have seen many of the attendees see an increase in the ability to hit KPI’s and a noticeable increase in staff retention.

**Design Thinking: add 2 days**

A two-day workshop that is customised specifically to help you and your teams figure out how to design better products and services to meet your customers’ needs. Our experienced instructors will explore everything from the research and ideation stage through to building prototypes and product testing.

**Design Thinking for Teams: add 2 days**

A two-day workshop that is customised specifically for your company to help your teams navigate the technical side of SEO and bring it inhouse so that you can improve your website’s overall performance; make your business visible and attract more customers online; implement targeted marketing; and, most importantly, save money on outsourcing or agency fees.
Our teaching philosophy

We want you to feel confident and prepared to take your first steps in a new direction—both personally and professionally.

**Personalised learning system**

We work with your team to encourage learning and growth to happen in a shared and cohesive environment, not only ensuring that every member advances equally but also enhancing team dynamics, engagement and creativity.

**Practical**

Gain more depth using industry-leading tools and programs, enabling better decision making and higher quality execution.

**Real-world applications**

Our expert instructors are with you every step of the way, providing guidance through problem-solving and sharing valuable real world experiences in order to achieve best-of-breed results.

**Friendly**

Our industry expert instructors create a relaxed and friendly atmosphere, so you feel comfortable, have fun, and enjoy participating.
Use different platform for social media marketing

Explore different platforms to give your teams a solid understanding of how each platform works so that they can work with them in the future.

Social media marketing strategy

Know your current marketing challenges and how to strategise social media marketing inhouse.

Use social media marketing tools

Use social media marketing tools HootSuite and Social Pilot to make community management, content planning and scheduling, and campaign management.
Payment

Early bird 10% off
Book and pay 30 days in advance and save 10% off your total

Team up for greater discounts
Web Courses Bangkok offers higher discounts to larger groups or teams. Please contact us for more details.

Payment terms
Corporate Rate - please contact us for details
50% deposit to confirm your place and 50% on the first day of the course.

Payment options
• PayPal
• Credit Card (+3% charges)
• Bank transfer
• Monthly installments (with 0% interest)
• Omise (+3.56% Charges)

Account details
Bank: Kasikorn Bank
Name: Web Consulting Bangkok Co., Ltd.
Branch: Sukhumvit 21
Account number: 611-2-04400-9
SWIFT: KASITHBK

Company details
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10120 Bangkok, Thailand
Phone: +(66) 2-6798607,
Direct: +(66) 95 641 9445

Note: Please make sure you send in your payment receipt. This helps us confirm your payment has been sent. Note that we are not responsible for any transactions fees.
Our graduates go on to have successful careers in web and tech.
We have full time accredited courses by the Ministry of Education Thailand

50+

Courses
in graphic design, web design, web development, photography, videography & online marketing
We look forward to adding you to this number

9,000+
Graduates

300,000+
Hours of learning delivered

100+
Privately trained companies
Web Courses Bangkok is located in the heart of Bangkok’s business district and easily accessible by public transport. We’re a few steps from MRT Lumpini station (take exit 1, turn right and follow the signs) and the city’s bustling riverfront and Chinatown are just a 10-15 minute taxi ride from our academy.

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