



SOCIAL MEDIA BOOTCAMP

3 DAYS WORKSHOP

E 7 500
PARTICIPATION FEE

LEARN TO ATTRACT,
ENGAGE AND CONVERT
CUSTOMERS THROUGH SOCIAL MEDIA

BOOTCAMP MAIN FOCUS:

- DAY 1: Social Media Marketing Opportunities
- DAY 2: Social Media Marketing Engagement
- DAY 3: Social Media Governance



14-16 MAY



Mountain Inn Hotel

Yati*
Marketing Consulting & Management
www.yatimarketing.com

Visit: www.swazisocialmediabootcamp.info to register.
Call: Nothando on 7864 7150 /2404 8252 for more information

TBWA\Yati



Introduction

The Eswatini Social Media Boot Camp is a 3 day training organised and facilitated by TBWA\Yati for businesses and entrepreneurs to harness the power of Social Media and use it to gain competitive advantage. The purpose of the boot camp is to teach business people (managers, business owners, marketing officers) the following:

- The best social media networks to choose for Eswatini and the effective targeting strategies to employ.
- The impact of social media to our brand visibility on the World Wide Web.
- How to listen and respond on social networks to turn detractors into fans, before they tarnish your brand.

About the Facilitator



Mfundo Mavimbela
(Bcom. Marketing, UNISWA)

The main Speaker on the event will be Mr. Mfundo Mavimbela , who is the founder and Managing Director of Yati Marketing. Below is a profile of the speaker:

Mfundo Mavimbela (B.Com Marketing, UNISWA) is a leading Social Media Strategist and premier Facebook marketing expert. Through Yati Marketing, his consulting and training agency, Mfundo and his team work with companies of all sizes to help them turn social interactions into profitable brand loyalty.

He continues to be a name that surfaces at the top of conversations and list of thought leaders and top thinkers in the emerging world of social media and Digital marketing evangelist who has spent years learning, testing, simplifying and perfecting the science of reaching Swazi consumers via social media platforms as well as other digital media channels like Search engines, Mobile and email marketing.

Learn more at: <http://www.mfundomavimbela.net>

Visit Yati Marketing at: <http://www.yatimarketing.com>



In the 3 days, various topics within the social media marketing subject will be covered and below is a sample of the program. Day 1 has 4 sessions, day 2 has 3 and the last day covers one topic in 2 sessions.

DAY 1

EXPLORING SOCIAL MEDIA MARKETING OPPORTUNITIES

Session 1
08:30-10:30 a.m

Social Media Trends in Eswatini

- Social media overview
- Social media marketing explored
- Eswatini internet connectivity outlook
- Eswatini social media usage trends

Session 3
08:30-10:30 a.m

Alternative Social Media for Business

- Introduction to Youtube, Google+, Twitter, WhatsApp and LinkedIn for business.
- Key business features on Youtube, Twitter, Google+, WhatsApp and LinkedIn.

15 minutes short break

10 minutes short break

LUNCH

Session 2
11:00-01:00 p.m

Facebook for Business

- Introduction to Facebook as a business tool.
- Key Facebook features for businesses.
- Facebook marketing opportunities through organic, viral and paid reach.

Session 4
03:40-05:10 p.m

Blogging for Business

- Introduction to business blogging (the hub of a company's social media marketing efforts)
- Blogging and social media intergration
- Wordpress Content Management System (WCMS)

DAY 2

SOCIAL MEDIA MARKETING ENGAGEMENT

Session 5
08:30-10:30 a.m

Social Media Marketing Activation

- Social media marketing tools
- Social media content developing and Scheduling.
- Social media engagement
- Social media monitoring, analytics and optimization

Session 7
02:00-05:00 p.m

Social Media Marketing Case Studies and Discussion Forum

- Facebook marketing campaigns
- Brand activation case study
- Reputaion management case study
- Sales promotion case study

15 minutes short break

10 minutes short break

LUNCH

Session 6
11:00-01:00 p.m

Collaborating Social Media and Digital Media for Maximum Results.

- Mobile advertising and social media
- Search engine optimization and social media
- Email marketing and social media
- Traditional media and social media

Session 7

Continued...

- Effective Blogging case study
- Search engine optimization and social media
- Intergrated social media marketing campaign case study.

DAY 3

SOCIAL MEDIA MARKETING ACTION PLANNING

Session 8
08:30-05:00 p.m

Developing a social media strategy

- **Social media activation SWOT and PEST analysis**
 - Business's strengths, weaknesse, opportunities and threats (SWOT) of social media.
 - Political, economic, social and technology factors (PEST) influencing social media

Setting Social Media Marketing objectives (to compliment the marketing plan)

- Customer acquisition
- Customer service
- Brand Activation
- Marketing research

Developing social media KPI's

- Qualitative; research, reach and connections
- Quantitative; influence (sentiment, SOV, TOM) and interaction.
- Developing effective social media marketing actions
- Dertemining resources for social media marketing
- Budgeting for social media marketing

15 MINS. BREAK