



## **B2B Social Media**

*A practical one-day workshop on harnessing social media networks for Business to Business PR campaigns.*

*The course is equally applicable to in-house PR professionals and those in consultancy.*



*\*For companies in the PRCA or delegates in the CIPR. Full price £435+VAT.*

### **Aims of the course**

Delegates get a clear understanding of the nature and scope of social media networks and how to make them work effectively in a business to business environment.

They look at some of the ways that other business to business organisations have successfully used the social media to boost business.

### **Delegates learn how to:**

- Understand how to harness social media networks for business to business
- Find and build a community of organisations with a shared interest
- Understand their contribution to that community
- Respect the rules and etiquette for an organisation in this world
- Think creatively to target their audiences
- Measure and evaluate a B2B campaign

### **COURSE CONTENT**

#### **The Differences from B2C Digital PR**

Who uses social networks for business? How to use social media to catch the attention of professional managers.

The tone of B2B networking. Talking to individuals without being trivial.

Which networks work. How to approach them.

#### **Finding your Community**

How to set up and moderate discussion groups in social networks. Joining established groups.

Using software to listen before you join in. Creating an engagement site to focus discussion on your expertise.

#### **Creativity in B2B Digital PR**

Winning strategies behind creating a successful campaign in the social media world. Building brand loyalty. Creating advocates.

Ensuring interaction with your target audience. Thinking virally. Using social networks to target audiences

#### **Integrating Offline with Online B2B PR**

Integrating your social media strategy with a wider on-line and off-line campaign.

Measuring and evaluating a social media networking campaign.

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PR Training Provider