



SOCIAL MEDIA BOOT CAMPS

**GETTING YOUR
BUSINESS
OFF ON THE
RIGHT
FOOT**





Social Media Boot Camp INTRODUCTION

It doesn't cost the earth to do, but could cost you business and your reputation if you don't!

Why Oak Consult - We thought you were a Management Consultancy?

We are a Management Consultancy, but one that understands the importance of digital media.

We see organisations with massive potential every day that don't seize the opportunity it brings.

Social Media doesn't have to cost a fortune nor does it need an army of people to manage it.

You need a strategy, some knowledge, some training and something to say!

Where's my Return on Investment from Social Media Management?

Investing in Social Media is not just about driving new sales in their own right. People talk about brands online in both positive and negative ways all the time. Using Social Media to engage with your customers, prospective customers and your industry will very quickly raise people's perception of your organisation and drive positive sentiment and your online rankings.

Our Boot Camps

We run a range of Boot Camps tailored to different audiences from beginners through to veterans.

We also run completely bespoke courses, tailored to your organisation, your strategies, your brand and your target market.

Ideally we would run courses at your premises to minimise costs for all of us, but have arranged preferential rates with venues around Yorkshire should that be your preference.



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Social Media Boot Camp

BASIC TRAINING

Our hands-on Boot Camps will help you and your people get the most from Social Media

Who should attend Basic Training Boot Camps?

Business people that have a limited understanding of what social media can do for their business

New employees that need to be trained on how to use social media

People who have limited experience of social media marketing and want to fast-track their skills

Learning Outcomes from Basic Training

Distinguish between different forms of social media marketing activity and assess their value

Gain an understanding of where your brand and products are being discussed

The ability to monitor and measure the effectiveness of social media across different channels

How to build social media into campaigns

Best practice for using Facebook, Twitter, LinkedIn, Google+ and YouTube

Basic Training Content

Marketing landscape - Social media trends and communities

Case study set up – for use throughout the day

Social media channel planning framework and customer targeting

Key social channels best practice – Facebook, Twitter, LinkedIn, YouTube and Google+

Putting it all together – marketing integration and measurement



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Social Media Boot Camp OPERATIONS

Our Operations Boot Camps are for people who deal with customer services and front line support

Who should attend Operations Boot Camps?

- Customer Service Advisors that use 'web chat' and other social channels to service customers
- Customer Service Team Leaders and Managers
- Senior Managers that want to make the shift to include 'Social Service'

Learning Outcomes from an Operations Boot Camp

- The ability to interact with customers in an operational context across social media channels
- An ability to take major issues 'offline' and close out any resolved problems visibly
- A detailed understanding of the main social media channels
- Methodologies to monitor social 'chatter' effectively
- Measurement, Management, Monitoring and Escalation Techniques

Operations Boot Camp Content

- Types of customer interaction over Social Media - the good, the bad and the ugly!
- Rules of Engagement across platforms and customer segments
- Social Media engagement and monitoring tools, tips and tricks
- Online and Offline integration
- Measurement and best practice





Social Media Boot Camp SURVIVAL

*Our Survival Boot Camps are for people who deal with
crisis situations and customer impacting events*

Who should attend Survival Boot Camps?

Communications and Marketing employees

Managers that will be required to manage large incidents resulting from a business disruption

Customer Service advisors and managers that are required to work during an major incident

Learning Outcomes from a Survival Boot Camp

The ability to pull together your own social media strategy ready for when the worst happens

Have a detailed understanding of how to manage a crisis situation using social media

Understand the mechanics of the tools available in order to manage an incident effectively

Gain an understanding of best and worst practice across the key social platforms

The ability to create and test exercise plans to ensure crisis readiness

Survival Boot Camp Content

What constitutes an incident or crisis

Building a Crisis Management Social Media Strategy

Social Media engagement tools, tips and tricks

Linking Social Media to your Incident Management / Business Continuity Plans

Worked example template plan for your business





Social Media Boot Camp

SAS BOOT CAMP

*Our SAS (Serious About Social) Boot Camps
are for marketers who Dare to Win!*

Who should attend SAS Boot Camps?

Marketing teams that want to get the most from Social Media

Thought Leaders that want to learn how to get the most from blogging and content marketing

Senior Managers that want to take their marketing strategy to a new social level

Learning Outcomes from the SAS Boot Camp

The ability to pull together your own social media strategy and get buy in from your stakeholders

Have a detailed understanding of how to drive thought leadership

Understand the mechanics of building a cross channel marketing strategy

Gain an understanding of best and worst practice across the key social platforms

The ability to sell social media Return on Investment to your senior management

SAS Boot Camp Content

Building a Social Media Strategy

Social Media engagement tools, tips and tricks

Social Media Advertising - What works and what doesn't

Linking Social Media to your Sales and Marketing Plan

Worked template plan for your business



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Social Media Boot Camp SPECIAL OPS

Our Special Ops Boot Camps are for businesses that want a completely tailored Boot Camp for their teams

Who should attend Special Ops Boot Camps?

Anyone in your organisation that would benefit from understanding and using Social Media

Anyone that is currently or likely to use Social Media within your business

We would recommend that each group be of a similar knowledge level to ensure the best results

Learning Outcomes from a Special Ops Boot Camp

At our first briefing session with you we will discuss all of the options available and help you to define what outcomes you want for each Boot Camp session

Once agreed we will set a detailed Boot Camp outline for each session

Special Ops Boot Camp Content

We will work with you and your management team to pull together appropriate content whether a general overview on a broad range of topics or a detailed focus on one or two social networks

We'll advise you on what we think will work best for you and your organisation

Special Ops Boot Camps are for a minimum of 1 day at a cost of £400 per delegate per day (min 5 people)





**ACT NOW!
CONTACT
US TODAY**



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