

Sales & Marketing

Grow your business with B2B social media

Course Details

Price

£235.00

CPD Points

3.00

Length

Half day (09:30-12:30)

Course Overview

The session will introduce the principles of B2B social media marketing and give business owners, marketing assistants, self-employed professionals and business development executives the knowledge and tools to get started or improve their existing channels.

Content

- An introduction to the role of social media in the marketing mix
- Understanding your audience and choosing the right channels
- Creating a social media channel strategy
- Creating a content plan
- Tips for posting, engagement and getting the most out of your social media channels

Benefits

It is easy to get lost using social media and find yourself wasting time for little impact. However, B2B social media can be an effective and low-cost marketing tool. Communicating the right message to the right audience, ensuring your social media looks and sounds professional and staying on track, requires careful planning.

Next Steps

If you would like to book a place on this course please click on the **'Book Course'** button to the right of this page and login or register for a user account to complete your booking(s). Any queries please do not hesitate to contact us via admin@gta.gg or call us on 01481 224570.

If no date is scheduled for this course at the present time please click on the **'Register Interest'** button and login or register for a user account so that we can add you to our course interest register. This register allows us to contact our tutors and finalise dates for a course as soon as we have a few people who have expressed their interest, so the more delegates who register their interest, the sooner we can schedule a particular course.

Course Tutor

Krista Osborne

Account Manager – Social Media and Digital Content at Black Vanilla Krista manages social media for a wide variety of clients across sectors, from corporate organisations to charities and non-profits. Her expertise lies in social media strategy and management, and she has a strong track record of delivering engaging content that performs. She also oversees digital content production, including podcasting and short-form video, and regularly collaborates with other creatives to ensure clients receive fresh, effective campaigns. Krista delivers social media training and has developed a tailored strategy training service specifically for start-ups and new businesses. She has experience working across a range of platforms and has played a key role in the event management of some of Guernsey's biggest events.