

## YOUR 25TH HOUR IN THE DAY

# Social Media Simplified Training Courses



## Social Media Training

Social media is an ideal marketing tool as it gives you direct access to customers. The reality is that many small business owners find it daunting and are unsure how to manage it in a business setting. These courses are therefore designed for small business owners who want to take advantage of free social media.



## One to One or Groups of up to Six

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We train between one and six people at a time. We'll guide you through the steps to use social media effectively and provide you with expert advice and support throughout the process.

Support is also available through our private Facebook training group. There is no such thing as a stupid question – it's only the question that no one else dared to ask.

We want you to put into practice what you learn during the sessions and these are hands-on sessions, so please bring along your laptop.



help@pink-spaghetti.co.uk



0333 355 0986

## Facebook Course - £60pp

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Facebook is essential to promote a small business. We cover branding, navigation, using tabs, types of posts, boosting posts and ideal content. We review what you've got so far, what to keep and what to change. You will leave with a clear understanding and an action list to make the most of Facebook.

## Twitter Course - £60pp

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People can feel overwhelmed by Twitter, often to the point they abandon it. We'll demystify Twitter and cover strategy, setting up an effective profile, images, what to post and how frequently, hashtags, lists and how to streamline content to support your objectives.

## Email Newsletters Course £100pp

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This course covers everything you need to know about Mailchimp, an incredibly useful email tool for building your list of contacts and promoting services and products along with offering tips and news stories. Together we create a branded template, linked to your website and social media, leaving you ready to start using Mailchimp straightaway. The course covers content, creating campaigns, segmenting contacts and statistics analysis.

## Instagram Course £60pp

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With a great visual impact and more users than Twitter, Instagram is fast becoming a real option for small businesses. Learn how to use your profile, hashtags and Instagram stories and how to go about posting content.

## LinkedIn Course £60pp

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Let's maximise your profile as a business owner. This focuses on how to make your profile stand out as we progress through groups, posts, company pages and how to leverage your profile to promote your business.

## The next step is simple

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Get in touch to book our Social Media Simplified training.



[help@pink-spaghetti.co.uk](mailto:help@pink-spaghetti.co.uk)



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