

# INTRO TO SOCIAL MEDIA AND INTERNET MARKETING

**DAWSON**  
COLLEGE  
**BUSINESS**  
**TRAINING**  
**SOLUTIONS**

## CONTEXT

This workshop will introduce clients to the marketing potential of social media by taking a close look at such sites as Facebook, LinkedIn and Twitter. Internet marketing is rapidly becoming the norm for companies looking to reach the widest audience, and our instructors will demonstrate the most efficient ways to increase your online presence. After determining the best options for your unique business, we will also discuss the practical aspects of establishing an online identity, like security and privacy issues and contact management.

## OBJECTIVE

Students will be able to plan, execute, monitor and control an innovative online marketing campaign with confidence. Participants will be well-versed in the latest social media developments, and will be capable of translating this knowledge directly to their place of work.

## CONTENT

- What is social media
- Creating an online identity
- Creating and securing your Facebook account
- How to avoid spam and guerrilla marketing ads
- Chatting with users
- A quick tour of other social media sites (Google+, Twitter, YouTube, StumbleUpon, Pinterest)
- Keyword research
- On-site/Off-site optimization (titles, meta tags, links, directories, etc.)
- Social media marketing
- Using web analytic programs (Google Analytics)
- Using PPC program (Google AdWords, Yahoo Search Marketing, MSN AdCenter...)

## METHODOLOGY

This course uses a student-centered approach to best serve the unique needs of the participants. Throughout the course, students will create and polish their online identity, so upon completion their skills can immediately be applied to the workplace.

Dawson College Business Training Solutions provides customized courses to both the public and private sectors. We draw on the expertise of an important network of professional instructors, and 30 years of experience offering training for professional and personal development.

Conveniently located in downtown Montreal, Dawson College can accommodate large and small groups in our classrooms, laboratories and studio facilities. Our experts are also available to deliver the workshops and training you require on-site at your premises.

Dawson College Business Training Solutions is committed to working with our clients in order to accurately assess your training needs, adapt our teaching strategies and develop the content that will help your business or organization to accomplish its goals.

Our rates are competitively priced and our training consultants are able to advise you on the eligibility of your company to apply for funding from Emploi-Québec or other government agencies. We are committed to working with you in order to optimize your organization's investment in employee development.

- Training needs assessment
- Instructional design
- Content development
- Pedagogical support and post training follow-up
- RAC services (Recognition of Acquired Competencies)
- Services in French and English

Over the past 30 years, we have been devoted in providing high-quality training to private and public sector employees. We have developed seminars and training modules that have proven to be effective and we also have the capacity to customize our content or to develop something entirely new to meet the needs of your company.

## Business Training Solutions

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