



2020 / 2021 Courses

Digital & Social Media for Businesses

Professional training
for you and your team

Delivered by

WILL FRANCIS

Introduction



Will Francis has worked in digital and social media for two decades.

He trains, speaks and consults for some of the world's most loved brands, conferences and education providers.

Key Facts

- Ran a successful digital ad agency for 8 years, with global brands and high profile work
- Editor of social network MySpace in the 00s
- Regularly appears at conferences, in press, TV and radio to share his experience and expertise
- Unique breadth of knowledge, from highly technical through to business strategy
- Known for delivering complex subject matter in accessible, compelling and memorable ways

Previous Clients



Courses Overview

01. Digital Marketing Essentials

Comprehensive overview of the key digital disciplines, from strategy to execution.

02. Social Media Marketing 101

The important platforms and how to leverage them to build a brand, and drive real results.

03. Paid Social Advertising

Detailed workshop where you'll learn to run impactful ads on all key social platforms.

04. Content Marketing

Master this booming discipline, from creative through to promotion, to produce great content.

05. Facebook for Business

Get unique insights from an accredited Facebook adviser on how to best leverage the platform.

06. Instagram for Business

Use the latest features and content creation techniques for success on Instagram.

07. Influencer Marketing

Unlock new opportunities to grow your brand through the power of influence.

08. Copywriting for Digital

Learn how to build a brand, tell a story and inspire action through great copy online.

01. Digital Marketing Essentials

Comprehensive overview of the key digital disciplines, from strategy to execution. This course will provide a well-needed refresher to any modern marketer looking to gain the latest insights and skills. From campaign planning through key platforms and tools, to all-important data analytics and automation.

Search

- Optimising websites for search
- Content planning with SEO
- Link-building and other tactics

Social

- Learning about your audience
- Creating engaging content
- Driving business goals

CRM & Email

- Customer database automation
- Effective email campaigns
- Audience segmentation

Paid Advertising

- Targeted, multivariate PPC
- Creative and copywriting
- Measurement and ROI

Website UX

- Wireframing and design
- User testing
- Dynamic optimisation tools

Measurement

- How to use analytics tools
- Benchmarking
- Creating truly actionable insights

02. Social Media Marketing 101

Everything you need to know about social media marketing. This course offers marketers at all levels a thorough refresher on how the smartest brands are succeeding in social. Covering strategy and execution, delegates will leave full of growth hacks, tools and techniques to take their social media to the next level.

Platform Strategy

- Which platforms and why
- How to get the best from each
- Practical how-tos

Audience Analysis

- How to use research tools
- Gaining actionable insights
- Shaping your strategy with data

Social Media Strategy

- Different types of campaigns
- Strategy development
- Wider marketing integration

Social Content

- Creative content process
- Content planning
- Driving engagement

Paid Social Media

- How different platforms work
- Creative and copywriting
- Budgeting and optimising

Measurement

- Setting the right objectives
- Tracking campaign ROI
- Analytics tools

03. Paid Social Advertising

We're living through a golden age of cheap and easily obtainable consumer attention. But many marketers still don't have skills beyond the basics, and are missing out. This course, for all levels, will cover the fundamentals before diving deep into the most advanced and effective social advertising methods today.

Facebook & Instagram

- How to use the platform
- Formats - what works best
- 3rd-party apps and tools

Tracking & Attribution Setup

- Implementing tags and pixels
- Benchmarking
- Reporting tools

Budget

- CPC vs CPM
- Timing and capping
- Optimising live campaigns

Twitter and the Rest

- How the platforms work
- When they're the best option
- What works best

Targeting

- Defining your target audience
- Researching targeting vectors
- Creating advanced segments

Measurement

- How to use analytics tools
- Measuring business results
- Demonstrating ROI

04. Content Marketing

Master the marketing discipline that's exploded in popularity recently. Take in the best case studies, build a detailed multi-channel strategy, learn cross-media creation techniques and gain the latest promotional skills. Students will come away armed with a breadth of new knowledge and tools to raise their marketing game.

Audience Insight

- Informing creative with research
- Identifying opportunities
- Defining key targets

Storytelling

- How the best brands do it
- Telling your brand story
- Tying that to business goals

Distribution

- Organic and paid channels
- Reaching passion bases
- Partnerships & influencers

Customer Journeys

- Content driving the journey
- Touchpoint-specific formats
- Build meaningful relationships

Production

- Video, image and audio creation
- Tools and apps
- Managing out/in-house teams

Measurement & Analysis

- How to use analytics tools
- Measuring business results
- Demonstrating ROI

05. Facebook for Business

The world's dominant social network is a powerful marketing tool, but with constant changes to functionality and the algorithm, marketers can feel forever on the back foot. This course provides the latest product insight direct from Facebook HQ, along with best practice for creating truly impactful marketing there.

Building Communities

- Building meaningful connections
- Adding value in your space
- Making people care about you

Insights

- How to use Facebook Insights
- Asking the right questions
- Demonstrating value and ROI

Video, Messenger and Live

- Tell your story in new ways
- Innovate with emerging formats
- Practical how-to on each format

Content Creation

- Content planning and strategy
- Evergreen and topical content
- Production and distribution

Facebook Ads

- Targeting and planning
- Creative and copywriting
- Measurement and ROI

API and Pixel Integration

- Integrating into your website
- Tapping into richer data
- Innovation opportunities

06. Instagram for Business

It remains the most engaged social platform, largely because of its simplicity. Yet unlocking Instagram's power as a marketer is deceptively complex, requiring slick content production based on smart strategy, amplified through paid advertising. This course covers it all, leaving delegates with everything they need for success on Instagram.

Brand Best Practice

- How the best win on Instagram
- What formats and content works
- Working with the algorithm

Content Creation

- Telling your brand story
- Utilising brand assets
- Innovative production tips

Influencers

- Partnering with key advocates
- Leveraging your brand's cache
- Maximising awareness & reach

Building Communities

- Adding value in your space
- Tools and tips to growth hack
- Generating true engagement

Instagram Ads

- Targeting and planning
- Creative and copywriting
- Measurement and ROI

Measurement & Benchmarking

- How to use analytics tools
- Measuring business results
- Demonstrating ROI

07. Influencer Marketing

Once again, the power of influence in marketing is having a moment. In a saturated digital landscape it is one of the few ways to truly cut through the noise. This course takes delegates through the whole process of running an influencer campaign, leaving them with a real plan and all the tools and techniques needed to do it themselves.

Overview

- What is influencer marketing?
- How it fits into the funnel
- Which brands do it best

Campaign Strategy

- Build your campaign plan
- Integrate with other channels
- Define objectives and KPIs

Working with Influencers

- Ways to work with them, with e.g.s
- Macro vs micro influencers
- Avoiding common pitfalls

Influencer Research

- Key research tools - practical
- Identifying genuine influence
- Finding the right influencers

Develop Relationships

- Making initial contact
- Following up
- Growing long-term advocacy

Measurement & Reporting

- Setting up campaign tracking
- How to use analytics tools
- Demonstrating ROI

08. Copywriting for Digital

Everyone needs to be a persuasive copywriter today, whether getting buy-in for your ideas via internal email or motivating prospects to take action through ads. This course offers a wide-ranging overview of the writing process and how to write like the world's best brands and authors, putting great copy at the heart of your marketing.

How People Read Today

- Where and how we consume text
- Making copy that can travel
- Writing for AI and voice UI

Audience Insights

- Research tools and techniques
- Using insights to shape copy style
- Building a tone of voice

The Writing Process

- Pre-writing outlining
- Research and writing
- The importance of editing

The Art of the Headline

- Writing eye-catching titles
- Raise visibility in search
- Drive reading and sharing

Writing for Search

- How RankBrain works
- Optimising copy for Google
- Writing for AI and voice UI

Micro-Copy

- Ads that drive results
- Social content that people love
- CTAs that actually drive action

Find out more & book courses

w: <https://willfrancis.com/digital-social-media-marketing-training>

e: will@willfrancis.com