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SOCIAL MEDIA & DIGITAL MARKETING MASTERCLASS

27-28 NOVEMBER 19

**HOTEL SOFITEL MAURITIUS L'IMPÉRIAL RESORT & SPA
WOLMAR COASTAL ROAD, FLIC-EN-FLAC**

SOCIAL MEDIA & DIGITAL MARKETING MASTERCLASS

If you don't yet have a 'handle' on social media & digital marketing, then this Social Media & Digital Marketing Masterclass is the one for you. Without a digital marketing strategy you're not going to know if you're achieving your goals: Sales? Likes? Engagement? Customer profile? Channels they use? Best way to reach them and with what message? This course is designed to take you from digital doofus to socially and digitally skilled in a 2 day, in depth, practical and comprehensive workshop by **Social Media & Digital Marketing Specialist Dylan Kohlstädt**.

COURSE METHODOLOGY

Interactive and participatory, including presentations and facilitation by the trainer, group exercises, roundtable discussions, videos, case studies and debriefing.

WHO SHOULD ATTEND

Communication professionals, social media managers, digital marketers, business owners, product owners, business start-ups, website admins, content specialists, advertising agency executives, learners in senior roles from public and private sector organisations including CEOs, GMs, Executives, Heads of Functions, Consultants and Team Leaders whose scope covers boosting their online profile.

COURSE OUTLINE

Introduction to Social Media

Social Media Landscape in Mauritius
Social Media Strategy
Content Planning
Blogging: How to blog Effectively
YouTube – Facebook – Twitter – Instagram – LinkedIn :
How to use Effectively for Business
Advertising on Social Media
Influencer Marketing
Social Media Examples & Case Studies
Next Level Social Media V/S Me Too Social Media
Social Media & The Law
Social Media & Customer Service / Community Management
Top Tools & Practicals
Plus loads more!

Introduction to Digital Marketing

The Digital Marketing landscape
Digital Marketing Strategy
Target Marketing, Competitor Review, USP & Positioning
The importance of Brand Development
Search Engine Optimisation
Effective Website Design
Email Marketing
Top Tools & Practicals
Plus loads more!

COURSE OBJECTIVES

By the end of the course, you will be able to:
Focus on what problems you can use social media & digital marketing to solve, what value this can create for your organization and what frameworks are required.

Understand the general changes happening in marketing rather than seeing "social media & digital marketing" as an additional channel to cope with.

Develop confidence to use social media as part of your marketing mix.

Explore immediate challenges you're facing, as well as the opportunity to network and learn from others.

Weave together tools to deliver an efficient social media marketing strategy.



Dylan Kohlstädt is the CEO and Founder of Shift ONE digital, a creative integrated digital marketing agency, and The Digital Marketing Academy. She has over 20 years marketing and digital marketing management experience in gaming, insurance, financial and property industries and can be considered a subject matter expert on all things digital. A Social Media & Digital Marketing Specialist, she has extensive local and international experience (South Africa, UK and Australia), and has managed global and national brands in multiple languages and countries.

FEES AND REFUND

Rs 20,000 per participant. Course is MQA approved and company sponsored participants can get a refund of upto 75% from HRDC. Fees include lunch and tea breaks for both days.