



**Institute of
Management Technology**
Ghaziabad, Delhi NCR



Crafting an Effective Social Media Strategy

Background

If you own a business or work as a marketing manager at a business, you're probably intrigued by social media as a marketing platform. Hardly a day goes by that the "traditional" news media doesn't talk about Twitter, Facebook, or YouTube, often in the context of some new way to reach customers and build buzz.

Under this backdrop, this workshop has been designed to provide a foundation for marketers who want to specialize in the social media marketing strategies, or those wanting to broaden their understanding in this domain.

The program will focus on Facebook, Twitter, YouTube and LinkedIn.



Objectives

- To understand the meaning and context of social media marketing
- To identify the relevant social media channels for your business.
- How to design a social media strategy for selected media platforms?
- To know the process of content creation for the campaign.
- Best practices and examples for key social media platforms - Facebook,
- Twitter, YouTube and LinkedIn

Pedagogy

A pedagogical mix of theoretical and experiential tools will be used. Interactive sessions with conceptual inputs, case analyses, in class exercises and problem assignments, based on a spectrum of industries and companies will be used to develop and reinforce the key concepts.



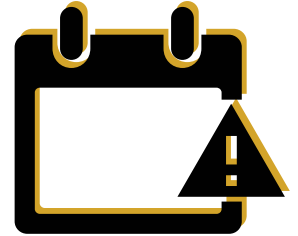


Intended audience

This course has been designed for marketing professionals who recognize the importance of social media and its role in the marketing strategy and wish to act as change agents for creating social media based marketing strategy. The course is also focused on the marketers who have just started working in the social media space.

Last date

The last date for receipt of nominations for the programme is August 16, 2018 and the last date of withdrawal is August 18, 2018. Any withdrawal request received after this date will be subject to deductions as per the Institute's rules. In case of subsequent withdrawal or cancellation of nomination(s), no refund of fee will be allowed. However, substitute may be permitted with prior intimation.



Engagement Framework

The program will be delivered as per the following framework:

- Program will be held for 02 consecutive days. Classes will be held at the IMT Ghaziabad campus; and participants are required to stay on campus during the entire duration of the program.
- Each day engagement will be 10 working hours per day, including breaks. Pedagogy will include conventional classroom learning and group-work, case studies and role plays.
- IMT-G will give the participants certificate of participation of the Program after clearing the evaluation criteria of all courses, and provided the assessment is above par.
- Participants from this program will be inducted into IMT's Alumni network.
- Two months of mentoring after the completion of the program for designing the social media marketing strategy.



Profile of the programme director

Prof. (Dr.) Bikramjit Rishi holds Post Doctorate (Funded by European Union) Ph.D and MBA. He has over 15 years' professional experience and currently Associate Professor (Marketing) at Institute of Management Technology (IMT), Ghaziabad, India. Apart from teaching, research and training he has also served in editorial advisory positions, conference advisory committees and made a significant contribution to the success and growth of marketing discipline.

He has designed and delivered many training programs for public and private sector organizations. He has conducted many Management Development Programmes for public as well as private sector in the area of Customer Service Excellence, internal customer Sensitization, Customer Centricity, Consumer Behaviour and Research for decision making. Some of his clients include Hindustan Coca-Cola Beverages Private Limited, Apollo Tyres Limited, APL Apollo Tubes Limited, Jubilant Food Works Limited, and NIIT Imperia.

Recently his book on Contemporary Issues in Social Media Marketing has been published by Routledge, UK & USA.



Duration

Two-day programme

Price & Venue

Rs. 25000 +GST - Fee Includes academic fee, programme kit for participants, boarding and lodging (on twin sharing basis)

Date

October 8 - 9, 2018

Register Now: <https://www.imt.edu/executive-learning-development/registration-form/>