

# Hana hana - The social media marketing course

This intensive course examines the best strategic approaches to exploiting social media, and how to integrate these with traditional communication approaches.

If you have a marketing, creative, planning, media, PR, CRM or customer engagement responsibility, this is a must! Today the medium you have to master is the mobile networked consumer, but the size of your fan base is not a meaningful metric of success, and social media doesn't work the way it is hyped.

This course brings clarity to socially networked communication and provides the strategic business framework for effectively integrating online word of mouth and reputation management into your digital initiatives.

You will gain insight into how best to leverage the major social tools such as Facebook, Twitter, YouTube and Foursquare. You'll learn powerful strategies, tactics and methodologies (such as Britefire's Social Media Lens). You'll explore alternative approaches to structuring your organisation to best manage social engagement, and you'll discover the best tools and techniques for measuring, reporting, and staying ahead of the curve.

This course:

- Clarifies why socially networked communication is so powerful
- Explains global best practices in social media
- Provides a strategic business framework
- Offers expert insight into applying Facebook, Twitter, YouTube, Foursquare and others
- Analyses case studies from large and small businesses, local and global
- Outlines strategies, tactics and methodologies for marketing , reputation management
- Explores organisation structures appropriate to your social maturity level
- Clarifies how you should manage social engagement
- Recommends tools and techniques for measuring and reporting

The course is led by Godfrey Parkin, a digital strategist, e-marketer, author, USB-ED faculty member and international internet business veteran, who has advised some of the world's largest corporations. Godfrey's primary expertise is in creating and implementing business strategies that build profitable relationships with the online consumer.

Britefire ([www.britefire.co.za](http://www.britefire.co.za))

A digital strategy and marketing firm. With innovation and international experience, we help companies excel worldwide in e-business, online marketing and digital project management. We offer consulting, development, implementation and training.

South African companies who have benefitted from our experience include:

Clicks, Orion Group, UNISA, SA Tourism, MWEB, FinWeek, McCann Worldgroup, Eskom, Jupiter Drawing Room, Makro, Media 24, Exclusive Books, City Sightseeing Cape Town, Ocean View House, Trudon, Mooiplaas Guesthouse, GCIS, Markham, University of Stellenbosch Business School, Struik and Standard Bank.

Globally, we've worked with a long list of organisations, including:

The BBC, AC Nielsen, Marriott Hotels International, American Express, Intel, Ford, Credit Suisse, Lockheed-Martin, Library of Congress, US Department of Defense, Nomura, Sasktel, Georgia Institute of Technology (Georgia Tech), Cisco Systems, Kepner-Tregoe and American Honda.

**Venue:** Winchester Mansions, Cape Town

**Cost:** R2600

**Date:** 05 June 2012

**Venue:** Focus Rooms, Johannesburg

**Cost:** R2600

For more, visit: <https://www.bizcommunity.com>