

PEPSMEDIA TRAINING

Autumn 2009 Sessions



Introduction to Blogs & Social Media in Business

This one-day introductory course will offer insight into the emerging social media channels:

- ✿ Blogs
- ✿ Social Networks: Facebook, LinkedIn, Flickr
- ✿ Microblogging: Twitter, Plurk, Tumblr
- ✿ Podcasting, Videocasting
- ✿ Wikis, mashups, community events and more...

We are confident that the above won't sound like a foreign language any longer at the end of the day.

This course aims to explore each channel's potential in terms of getting brand exposure, building feedback channels and integrating within traditional marketing campaigns. We will look at case studies of the best and worst uses of social media by marketers from businesses ranging from 1-man-shows to multinationals.

It will help you understand how you can join the conversation that is undoubtedly already happening about your company, your product and your brand on the web. You will discover the tools and techniques used for creatively communicating your message, building quality relationships with users & making your social media campaigns a success.

Book now to reserve a place for our **Cambridge** or **London** 1-day sessions at <http://pepsmedia.com/training/register/>

How will I benefit?

This introductory course to the world of social media and online communication is suitable for a wide range of experience levels.

Who is this training course for?

- Marketing and Public Relations managers & professionals
- Business Development managers
- Recruiters and Human Resources managers
- Startup founders who want to discover how to market on a budget

At the end of this course, you will have developed a better understanding of:

- The social media landscape and the demographics of users
- Best practices to carry out a social media marketing campaign
- The most appropriate metrics to measure the success of your social media campaigns through online buzz and reputation monitoring
- How to build up your social capital by interacting with your community/audience
- How to manage your brand and identity across the relevant social networks
- Whether your business needs a blog and on the best approach to launching and maintaining it
- The social and ethical challenges in interacting with bloggers and online content publishers

As social media is changing at breakneck speed, we provide evolving resources for you to take away with you; Web links to pages we continuously update with new content, news items and "further reading" suggestions, so the training continues beyond a single day together.

1-Day Training Course Dates

Cambridge, UK: Dates TBC - Please visit <http://pepsmedia.com/training> for further dates (£379 + VAT)

London, UK: November 19th - Please visit <http://pepsmedia.com/training> for further dates (£399 + VAT)

Reserve your place now at <http://pepsmedia.com/training/register/>. We offer group discounts so if you're booking three places or more, or require in-house training, please contact us on +44 (0)1440 712 163 or at training@pepsmedia.com.



Vero Pepperrell
Social Media Consultant,
Blogger & Geekette

About the training course leader Vero Pepperrell

Vero Pepperrell is a self-confessed geek who has been blogging & publishing online media for the past 9 years.

A Communications graduate from Ottawa University, Canada, Vero co-founded Pepsmedia (<http://www.pepsmedia.com>), a web development & online marketing agency in 2005. She has since helped a number of businesses, including Active Hotels (a Priceline.com company) and Taptu mobile search, enter the wild world of blogs and social networks and build up a community around them.

She has also undertaken corporate blogging and social media marketing for companies in mobile, technology, luxury fashion and skills training industries.

Vero writes at <http://thatcanadiangirl.co.uk>, and is ranked as 29th most popular technology blog in the UK by web rating network Wikio & 12th by AdAge's Top UK Marketing blog list.