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Measuring Social Media ROI training provides in-depth knowledge about the social media ROI which are used by marketers, business managers and PR professionals to determine the success of their social media campaigns and marketing. The training also provides the understanding about the strategies to deploy a measurement structure. With the help of the Social Media ROI training, the delegates will be able to develop a social media presence, including linkages to strategy, marketing, financial outcomes and communication.

The delegates will get an opportunity to understand the concepts related to the Social Media & Brand Equity. The training provides complete knowledge about, how to use Social Media ROI Planning and Tools. The delegates will explore the costs and benefits of social media. Throughout the training, the delegates will understand how to plan an adequate measuring strategy and what needs to be measured. The delegates will also understand how to calculate social media ROI.

The delegates will get familiar with how to describe, measure and calculate the ROI of social media. The delegates will be able to understand the basic concepts of social media ROI. The delegates will get to know how social media marketing can affect business from the broader strategy to the sales pipeline. At the end of the training, the delegate will be able to compare their campaigns with other campaigns or even other non-marketing projects in their organisation.

Prerequisites

For attending this training, the delegates should have basic knowledge of social media, and at least the delegates have experience in some of the major platforms such as Twitter and LinkedIn.

Course Objectives

After the completion of Measuring Social Media ROI training at Silicon Beach Training, the delegates will be able:

- Understand how social media is connected to the company strategy
- Know about the Marketing & Leveraging the 4 P’s
- Understand Which Sales Model works effectively
- Understand their Business Vale Proposition: Exploring the 9 Areas
- Understand the Social Media Planning
- Plan their Strategy and Balanced Scorecard
- Understand Cost of Social Media
- Understand the Benefits of Social Media & Defining the Customer
- Understand the Lifetime Value
- Defining the MEV (Media Equivalent Value)
- Know how social media can affect the company outcomes

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- Understand the Cost of Social Media defined regarding Human Resource & Technology

Basics of Social Media ROI

- What is Social Media ROI
- Why it should be measured
- Fundamentals of business: strategy
- marketing, and sales
- Nine areas in which social media improves your business
- The social media plan

Social Media ROI into Practice

- The ROI of Marketing
- Costs of social media
- Benefits of social media
- Measuring social media ROI in practice

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