



# Professional Diploma in Social Media Marketing

## Module 1

### Lesson 1: Social Media Fundamentals

**Course Educator:** Caitlin Hogg

**EQF Level 5**  
Professional Diploma



# Meet Your Educator



**Caitlin Hogg**  
Marketing Educator

## Caitlin

BA Marketing & Event Management, Dublin Business School, Dublin, Ireland

Digital Marketing



Social Media Marketing



South African  
Accent



Cake Affinity



Life Experience



8+ Years Experience

# Meet Our Awesome Team



**Caitlin Hogg**  
Marketing Educator

## The Business Faculty

Various Levels of Mad Business Skills

Digital Marketing



Leadership & Management



Social Media Marketing



Financial Trading



Support Skills



Fluent in Shaw Academy's admin and support structure

Here to help you achieve your goals, and succeed in your educational Journey

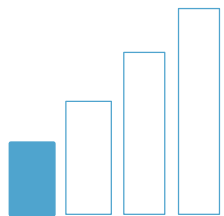
Not pictured: many, many more student tutors.

# Get Skilled, Get Qualified

Your Journey to Success Starts Today

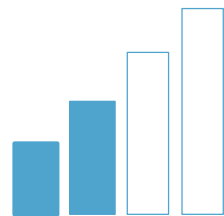


YOU ARE HERE



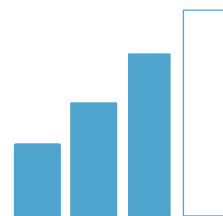
Module 1

4 Weeks



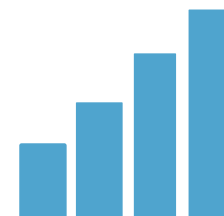
Module 2

4 Weeks



Module 3

4 Weeks



Module 4

4 Weeks



**EQF Level 5**  
Professional Diploma



European  
Qualifications  
Framework



European  
Qualifications  
Framework

# EQF Level 5 Professional Diploma

## EQF Level 5 Global Equivalent

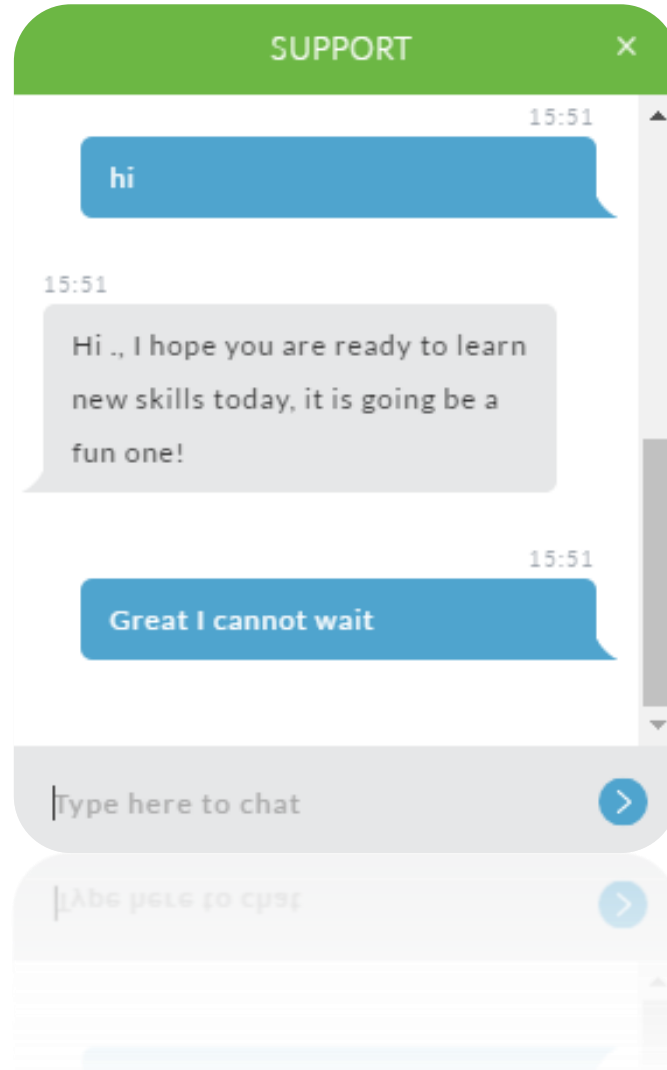


Internationally  
Recognised Qualification

UK	QCF Level 5
USA	Associate's Degree
South Africa	NQF Level 6
Ireland	QQI Level 6
Canada	OQF Level 5
Saudi Arabia	NCAAA Level 2
Australia	AQF Level 5/6
New Zealand	NZQF Level 5/6
UAE	NQF Level 5
Nigeria	QN Higher National Diploma

# Live Webinars - Interaction

COMMENT  
&  
ASK QUESTIONS



WEBINAR

CHAT BOX

Priority Queuing  
Premium Members get prioritized support

# Why Are We Here?

- **Increase Your Customer Base?**
- **Generate More Leads?**
- **Spend Less on Marketing For Better Results?**
- **Reach Your Target Audience?**
- **Learn How To Use The Right Social Channels?**
- **Gather Info About Your Potential Customer Base?**
- **Know How to Turn Likes into Sales?**

- ✓ Grow your audience for high quality conversions
- ✓ Generate high quality leads that convert
- ✓ Start getting bigger returns for lower ad spends
- ✓ Create highly specific buyer personas
- ✓ Know who you're targeting to better serve them
- ✓ Create an engaged, high quality audience
- ✓ Better direct the social – sales journey
- ✓ Understand the importance of high quality content
- ✓ Manage your content with ease

# Did you know...

71% of consumers who have a good social media service experience are likely to recommend it to others





# Professional Diploma in Social Media Marketing Module 1 - Agenda

## Module 1:

Week 1: Intro & Buyer Persona

Week 2: The Platforms & UGC

Week 3: Facebook & Sales Funnel

Week 4: Data Analysis & Strategy

Week 5: Social for SMEs & NPOs

Week 6: SEO and Social Media

Week 7: Advanced Management

Week 8: Social Media Auditing

## Module 2:

## Module 3:

Week 9: Creating Awesome Content

Week 10: Social Monetisation

Week 11: Advanced Facebook Dev

Week 12: Dual Screen Campaigns

Week 13: Visual Content for Social

Week 14: B2B Lead Generation

Week 15: Video Content for Social

Week 16: Platforms of the Future

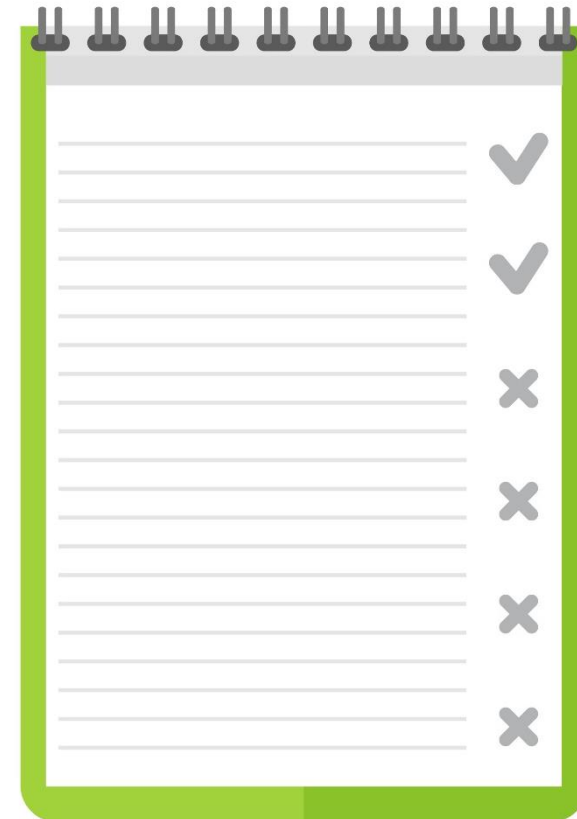
## Module 4:

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**EQF Level 5 Professional Diploma in Social Media Marketing**

# Today's Lesson

- Social Media Introduction
- W.H.C.P
- Case Study
  
- Summary
- Career Guidance
- FAQ





# Generate Revenue With Social Media

You have all taken your first step - We are with you every step of the way

# Marketing Definition

**...is the process of communicating the value of a product or service to potential customers for the purpose of selling that product or service.**

**However, marketing includes everything a company does to acquire customers and maintain a relationship with them.**



# Marketing – Old v New



## Traditional Marketing

VS

## Digital Marketing





# What is Social Media Marketing?

**Social media marketing is a very important element in the greater digital marketing world.**

**It is the process of implementing marketing efforts, such as customer service, advertising and content marketing through social media channels like Twitter, Facebook, and YouTube.**



# What is the difference between social media marketing and digital marketing?

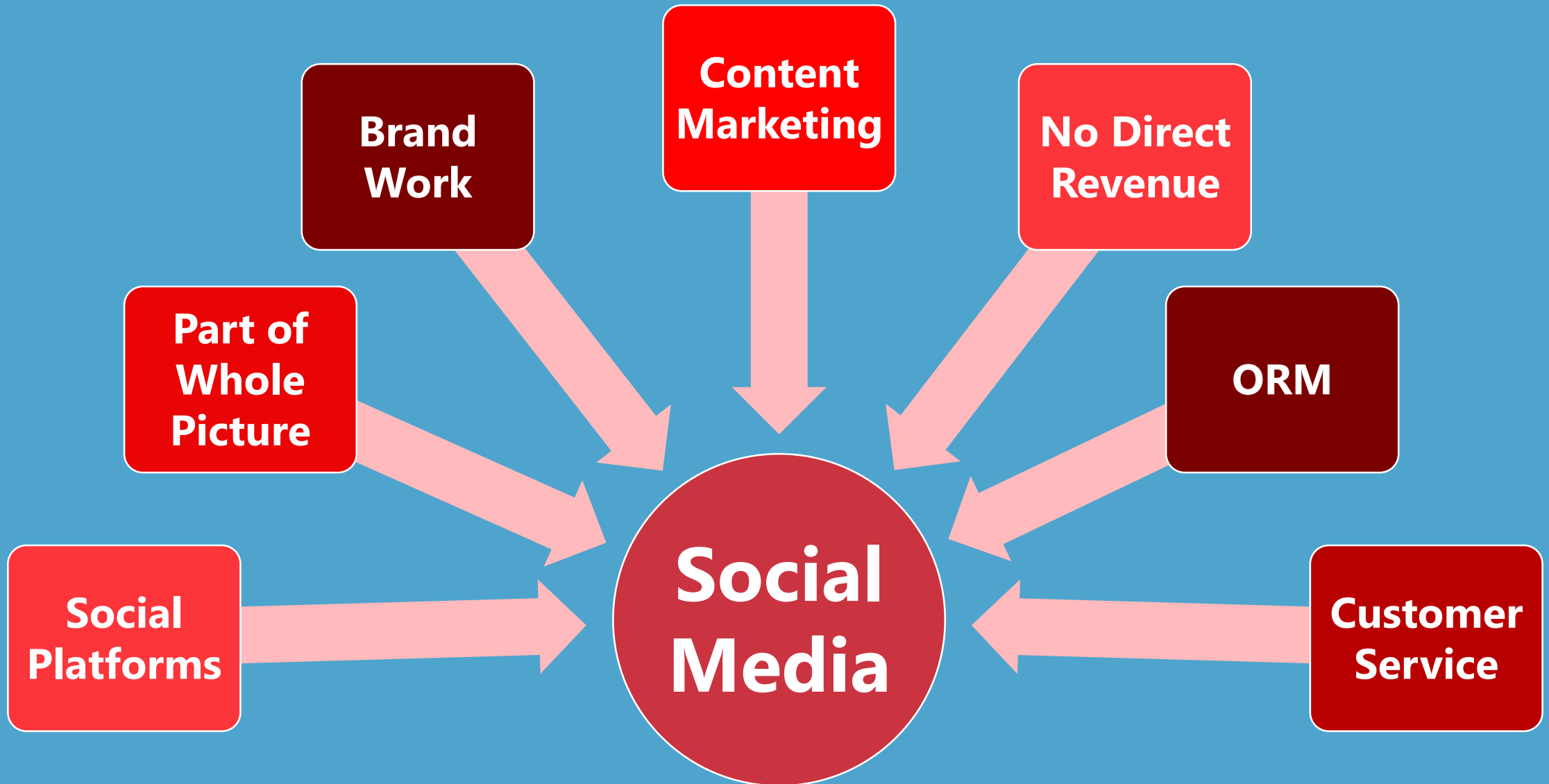




# Overall Web Strategy



# Why do we use Social Channels?



Page
Notifications 99
Insights
Publishing Tools
Settings
Help ▾

- Overview
- Promotions
- Likes
- Reach
- Page views
- Actions on Page
- Posts
- Branded content
- Events
- Videos
- People**
- Local
- Messages

Your Fans
People Reached
People Engaged

The people who like your Page

Women

■ 51%  
Your Fans

Country	Your Fans	City	Your Fans	Language	Your Fans
Egypt	57,922	Cairo, Cairo Governorate	17,258	English (US)	170,327
United Kingdom	37,502	Alexandria, Alexandria...	8,322	English (UK)	70,933
United States of America	36,577	Riyadh, Riyadh Region	7,299	Arabic	25,630
South Africa	29,706	Cape Town, Western C...	6,801	Spanish	6,352

Overview		All Posts Published						
Promotions		<span>Reach: Organic/Paid</span> <span>Post Clicks</span> <span>Reactions, comments &amp; shares</span>						
Likes		Published	Post	Type	Targeting	Reach	Engagement	Promote
Reach		03/02/2017 15:00	Embark your career in #Beauty Therapy by attending our Free 3			3.2K	35 94	<a href="#">Boost post</a>
Page views		03/02/2017 12:50	Perfect your image to always look beautiful and hydrated by tak			5.6K	58 11	<a href="#">Boost post</a>
Actions on Page		03/02/2017 09:29	We would like to congratulate and thank all our #students for co			8.3K	221 71	<a href="#">Boost post</a>
<b>Posts</b>		03/02/2017 08:01	Make the best of your life by achieving ultimate skills <a href="#">http://go</a>			10.2K	179 416	<a href="#">Boost post</a>
Branded content		02/02/2017 16:30	Master your #Nutrition #Hacks for a carefree living by attending			9.2K	111 613	<a href="#">Boost post</a>
Events		02/02/2017 13:30	Go green and embrace a healthy lifestyle for a beautiful you in a			17.4K	180 1.4K	<a href="#">Boost post</a>
Videos		02/02/2017 11:00	Step your way to greatness by learning more skills <a href="#">http://go</a>			13K	241 161	<a href="#">Boost post</a>
People								
Local								
Messages								

Overview

Promotions

Likes

Reach

Page views

Actions on

**Posts**

Branded co

Events

Videos

People

Local

Messages

People who clicked action button

By age and gender

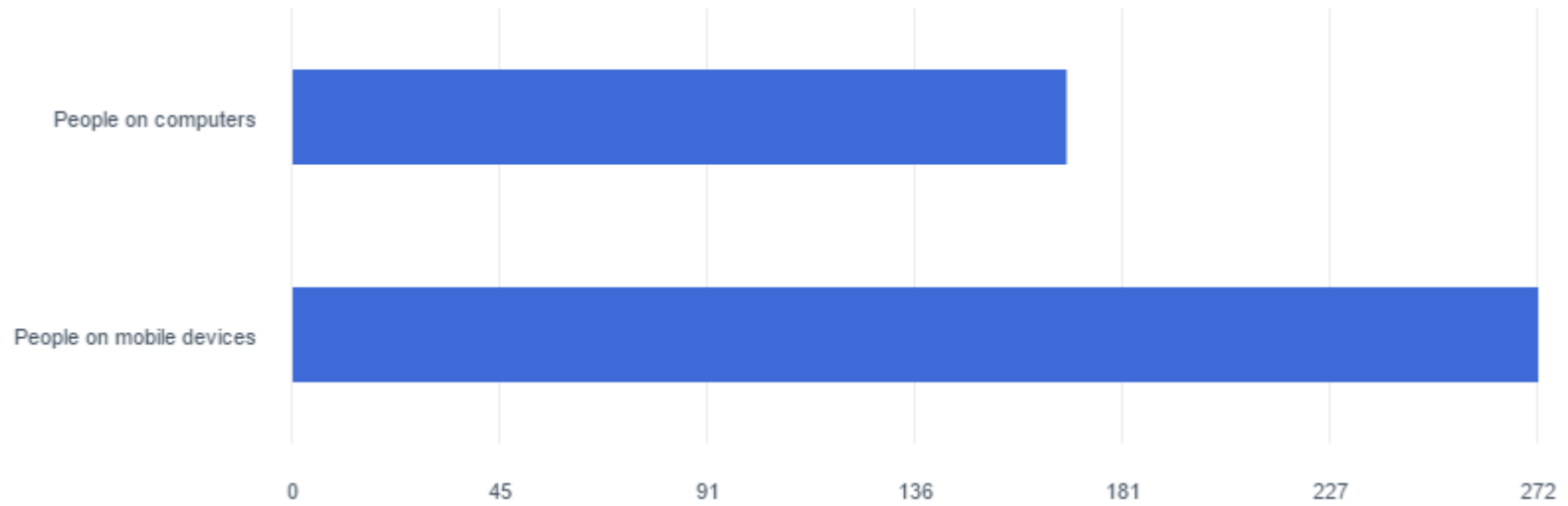
By country

By city

**By device**



## People



02/02/2017  
11:00



Step your way to greatness by learning more skills <http://go>

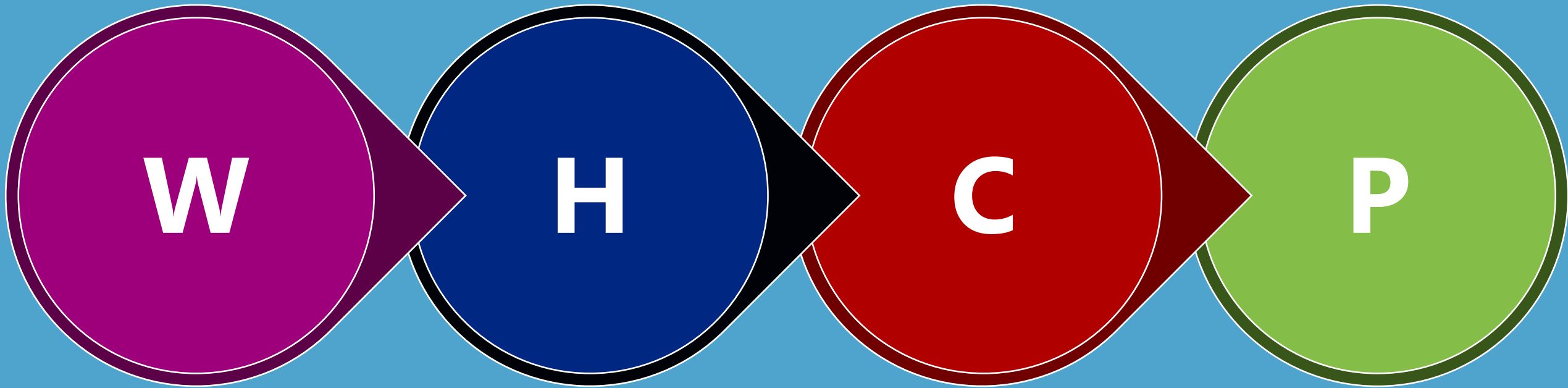


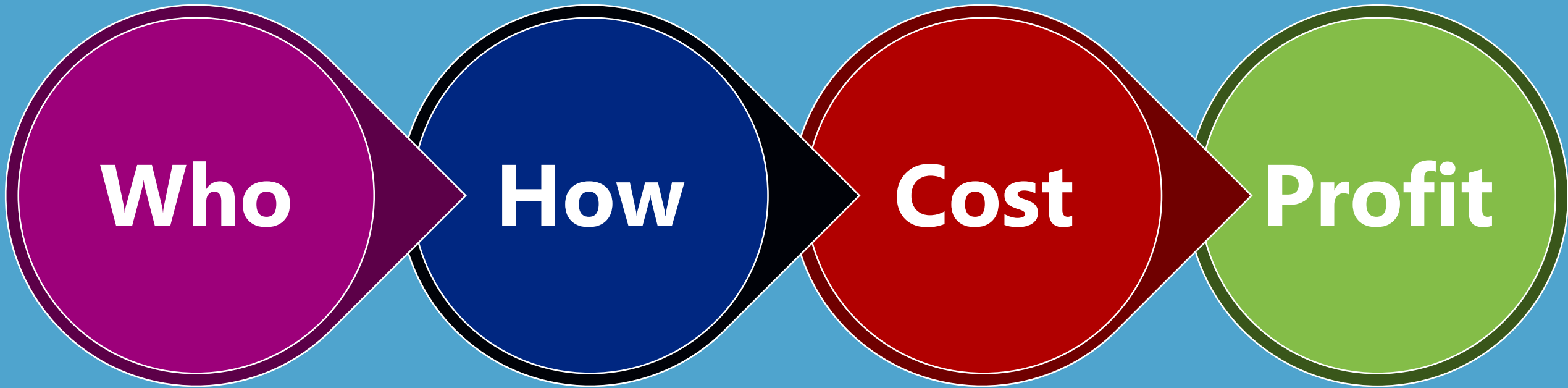
13K



241  
161

Boost post







**Who Is Our Customer?**





# Are you my customer ?












# The Customer Is Connected!





-  CPL – Cost Per Lead
-  CPA - Cost Per Acquisition
-  CPM – Cost Per Mille
-  CPF – Cost Per Follower
-  CPV - Cost Per View



Percentage Profit Margin = PPM

Return on Investment = ROI

PPM = ROI

\$50  
P

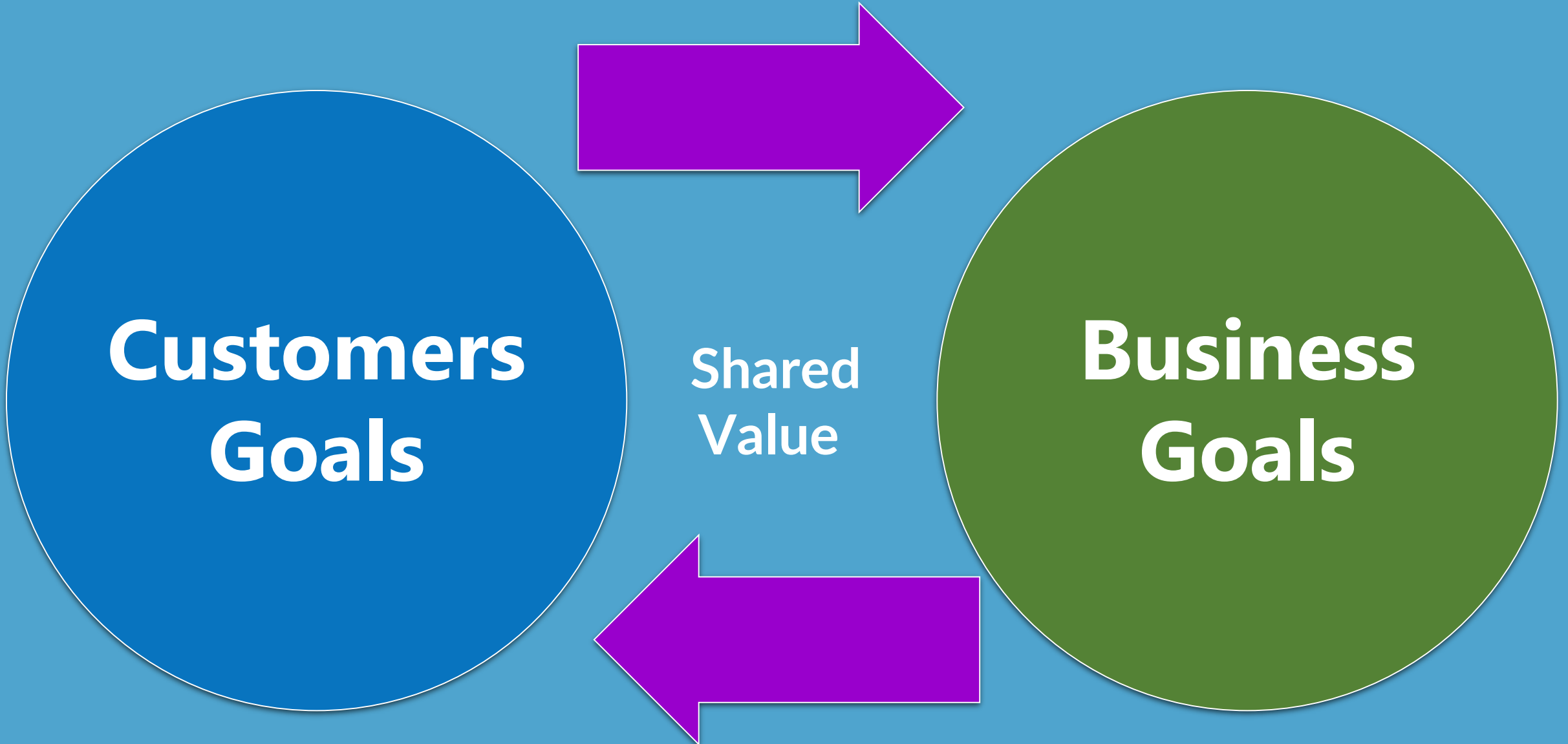
$\$15\,000 \div \$35,000 = 0.43$   
Net Cost ROI

$0.43 \times 100 = 43\%$   
ROI PPM

Gross Profit - Cost  
= Net Profit

Net Profit  $\div$  Cost =  
PPM







# Who is our customer?

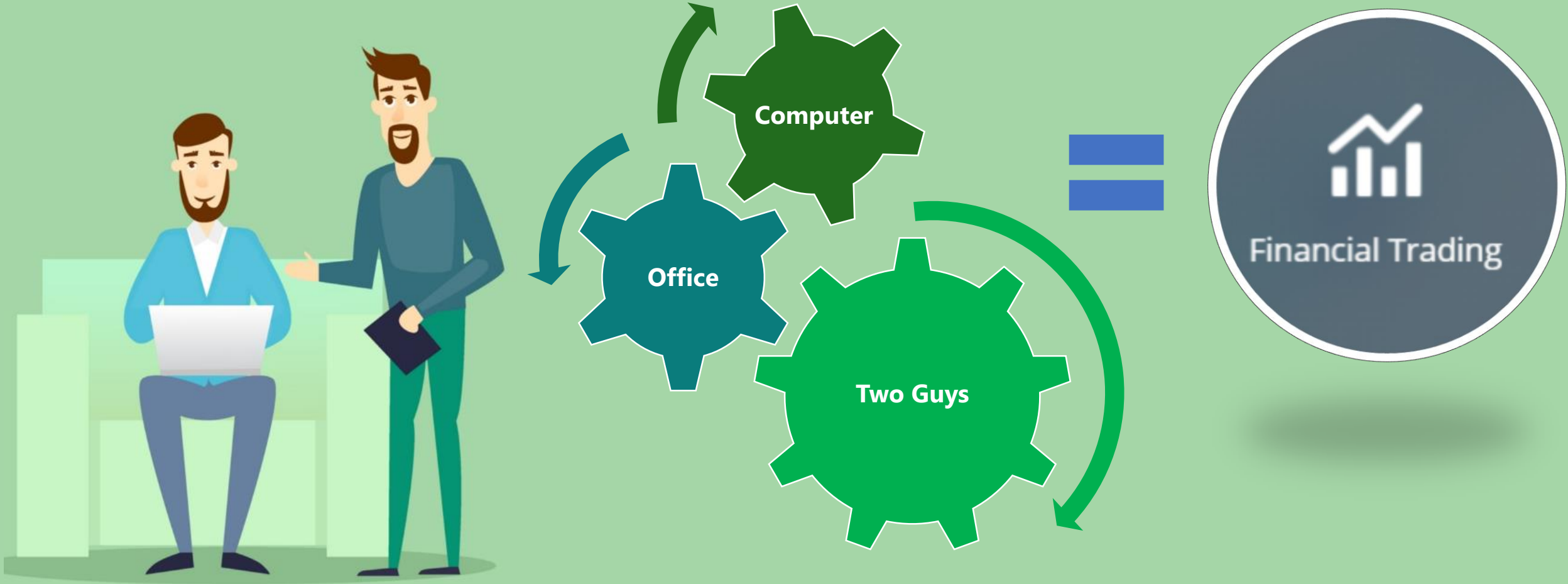




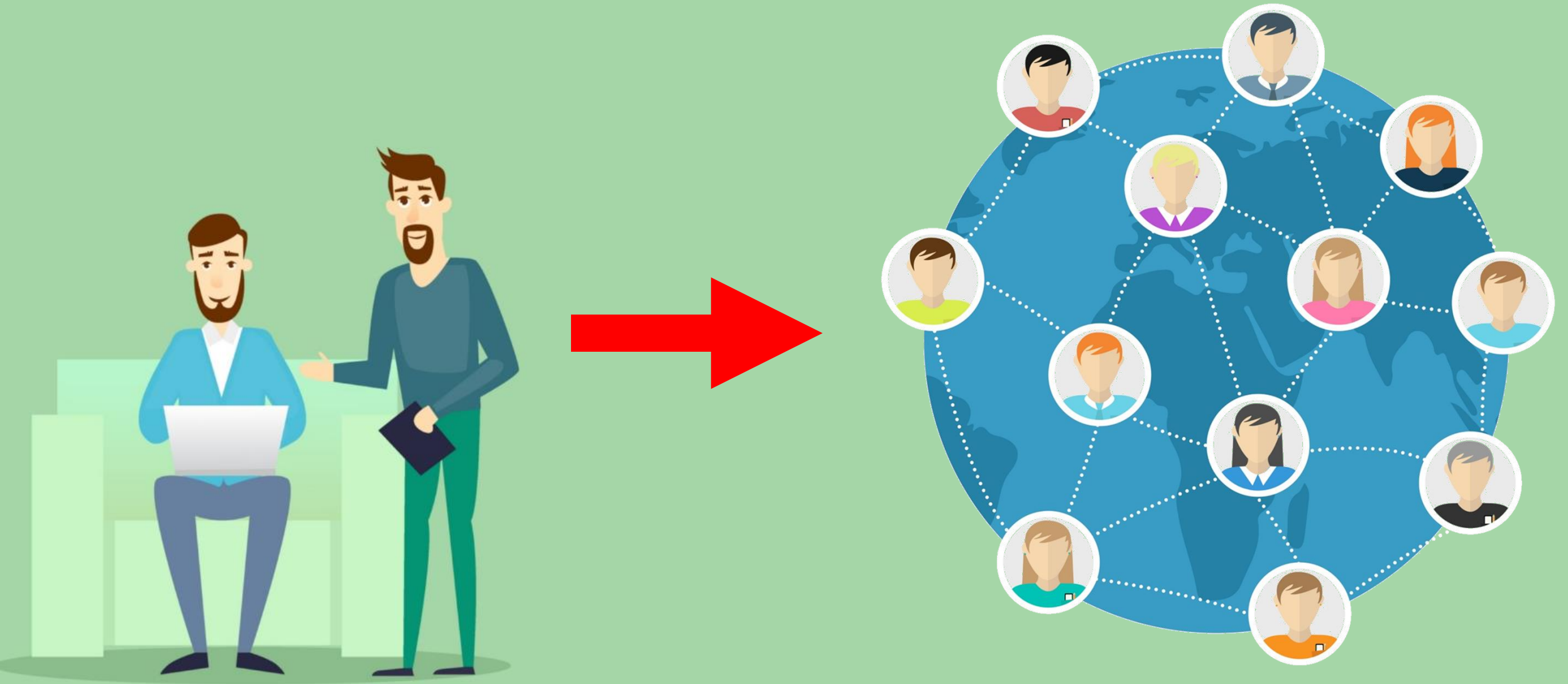


# Shaw Academy

# Case Study



# Case Study





# Lead Generation

Partnerships

Advertising

Content



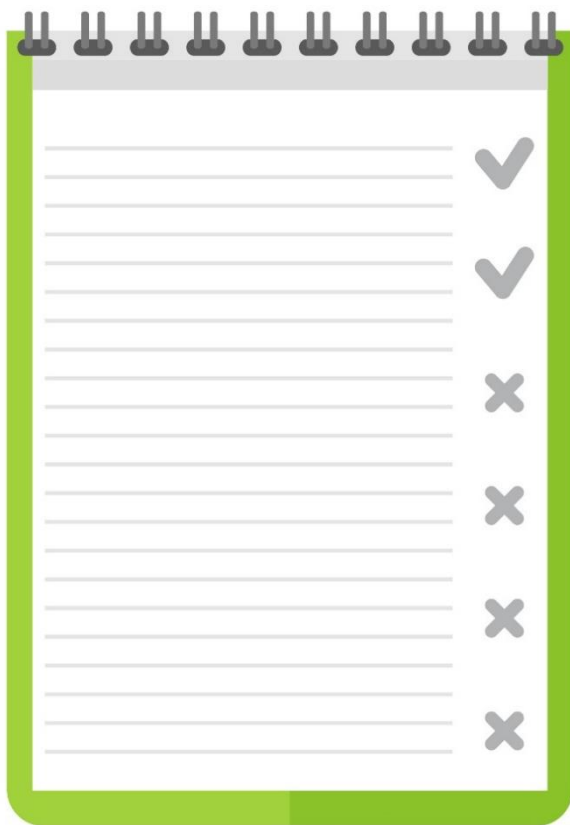
# Conclusion

**Who**

**How**

**Cost**

**Profit**

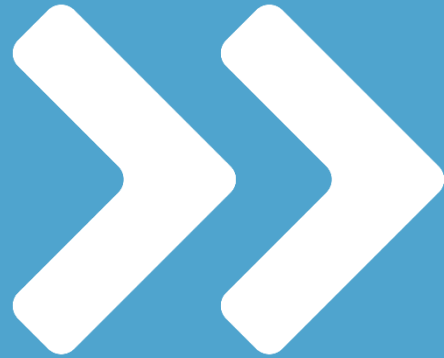


## Summary Lesson 1

- Social Media Introduction
- W.H.C.P
- Case Study
- Summary
- Career Guidance
- FAQ

Congratulations! You have just laid the foundations in your education in Social Media Marketing!

We're here to help, so contact us anytime!



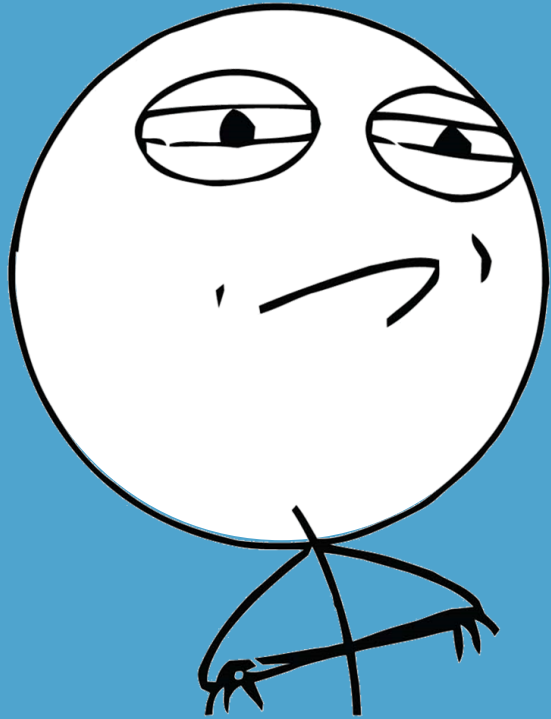
**Next Up:  
Lesson 2**

## Target Audience – Who is Your Customer?

- Who is Your Buyer ?
- Profile the Customer
- Customer Personas
- Unit Economics
  
- Summary
- FAQ



# Lesson 1 Challenge



**CHALLENGE ACCEPTED**

1. Find an Example
2. Take a Screenshot
3. Share on Shaw Academy Facebook
4. Use #ShawSocialExample
5. Gain Fame and Fortune

# Course Bonus Content

Vote Now

Quick! Type the number for the topic you would like a Bonus Video on

**1**

**WHCP**

**2**

**Lead generation**

**3**

**The 4 P's**

**4**

**Customer Personas**

Bonus Video will be added to your Starter Pack tab

@shawacademy



<https://www.facebook.com/shawacademy>

ENGAGE ON SOCIAL MEDIA

# Turn Your Passion Into Your Career

Average Annual Salary of a Social Media Manager



U.S.A.	-	\$66,000
Ireland	-	€36,000
U.K.	-	£33,000
Australia	-	\$78,000
South Africa	-	R367,000