



More Than Just Another Channel

Putting social media thinking at the heart of your marketing strategy

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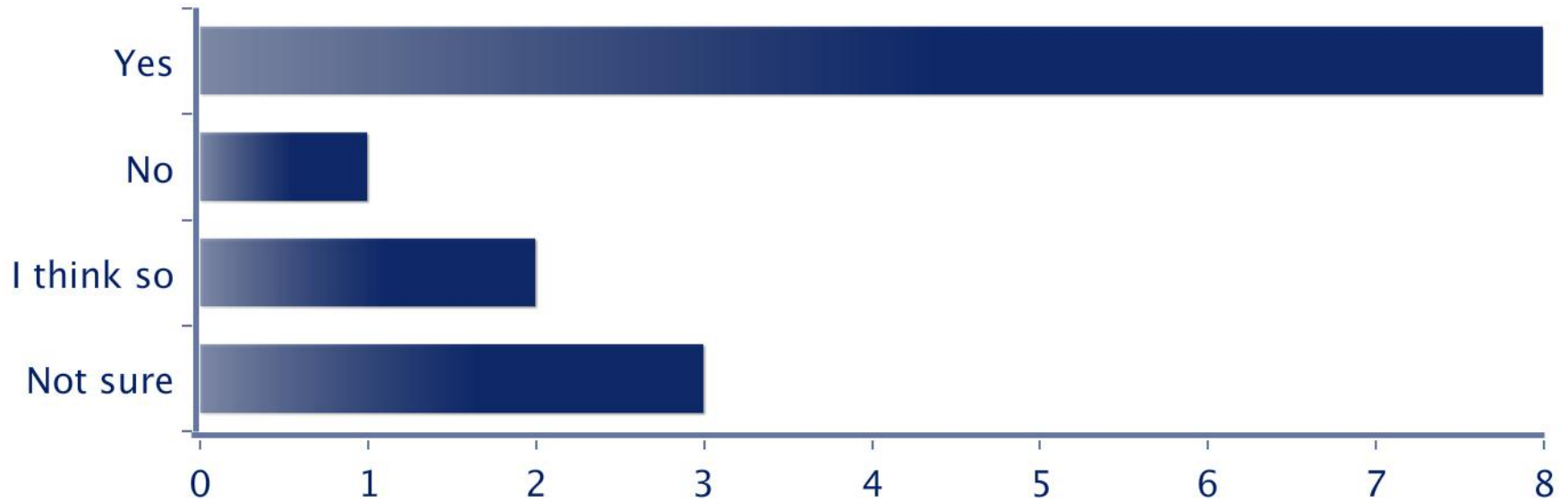
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Let's take a poll...

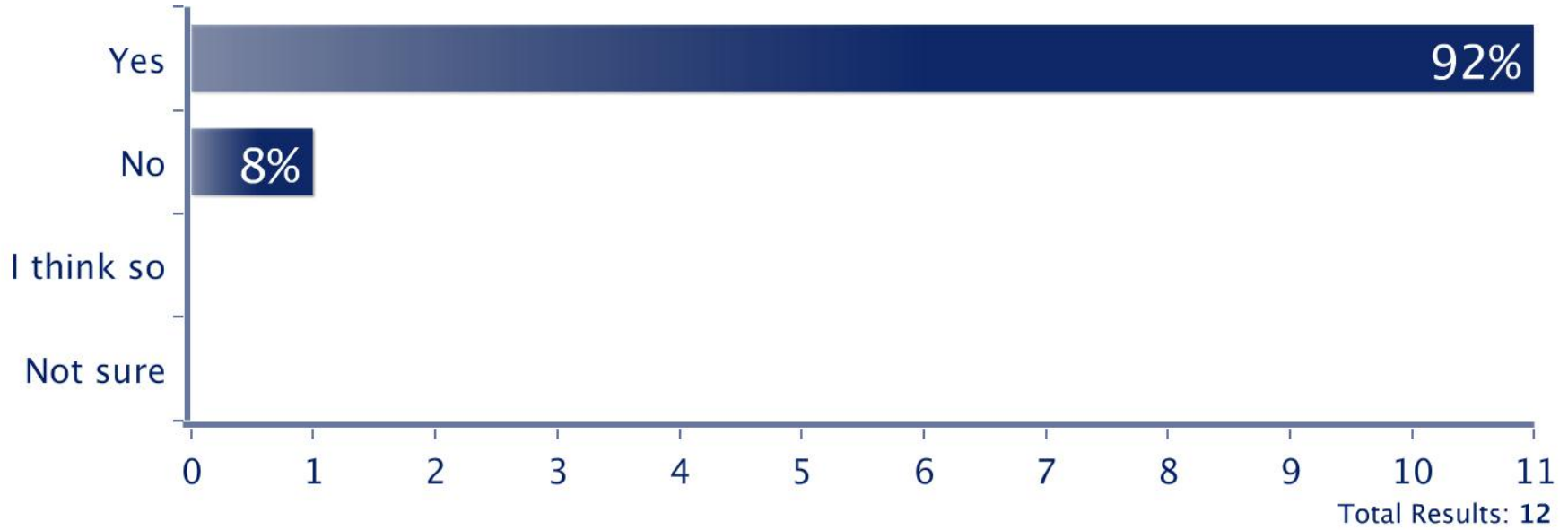
**Do you have a strategic
marketing plan?**

Live Poll Results



**Are you using
social media now?**

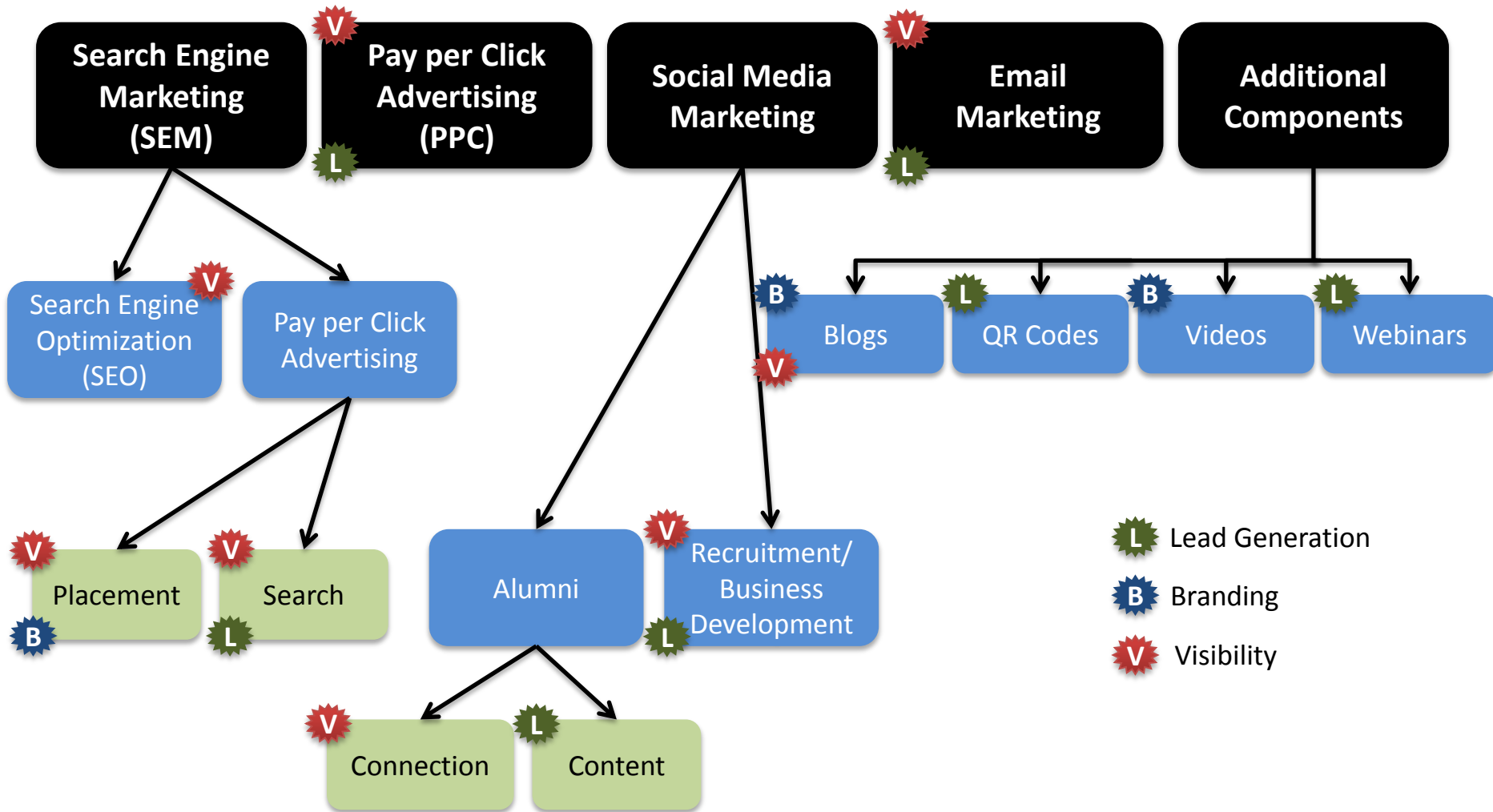
Live Poll Results



If you have a strategic marketing plan where have you considered social media?

- Market Research & Competitive Analysis
- Marketing Strategy
- Marketing Tactics
- Budget, Resources & Timeline

Understanding Online Marketing



Where to embed Social Media Marketing

- Market Research & Competitive Analysis
 - Where is your target market looking for executive education options?
 - Searches
 - Social Networks such as LinkedIn
 - What are your competitors doing with online marketing?
 - Where do they show up? How do they present themselves?

Where to embed Social Media Marketing

- Marketing Strategy
 - What are your goals?
 - Lead Generation
 - Branding
 - Visibility

Where to embed Social Media Marketing

- Marketing Tactics
 - What tactics will you use to meet your goals?
 - Giving something away
 - Showcasing success to attract your target market?

Where to embed Social Media Marketing

- Budget, Resources and Time
 - Do you have what it takes to meet your goals?
 - Do you have the right subject matter experts to make it happen?
 - Are you investing the time it takes to meet your goals?

Which stage are you?

- Newbie
 - Just getting started or dipped a tow in the water
- Starting to Blossom
 - We've started and have more work to do
- Rockstar
 - We've hit it out of the ballpark! We've reached our goals and are reading to reach the next level

Newbie

- Assess your goals and needs
- Have a short term strategy
- Get started immediately
- Measure your success and build on it
- Ask for help
 - Use an outside consultant or firm if necessary

Starting to Blossom

- Evaluate current activities
 - What is working? What is not working?
- Build on your efforts
- Establish KPIs (key performance indicators)
- Plan for the long term

Rockstar

- Perform continuous analysis on your metrics
- Create Predictable Results With Targeting
- Foster Viral Sharing With Incentives

You can't Manage what you don't Measure: ROI

- How to Measure Social Media Marketing Performance
 1. Define Key Performance Indicators (KPIs) and Measure Against Them
 2. Create Predictable Results With Targeting
 3. Foster Viral Sharing With Incentives

It's your turn...

How can you use social media tools to promote your programs and increase sales?

Q&A

Thank you!