

SOCIAL MEDIA MARKETING INTENSIVE



IN PARTNERSHIP WITH:



SOCIAL MEDIA COLLEGE



ABOUT The Social Media Marketing Intensive

**LEADERS IN SOCIAL MEDIA
EDUCATION FOR ONE
REASON: OUR PASSION
FOR SEEING OUR
STUDENTS SUCCEED**

Social media has completely revolutionised the way in which people create, consume and share information. We now have the ability to communicate and engage with a global audience as frequently as we desire. It is a game changer for businesses and individuals alike.

Used effectively, social media can build brand awareness, improve brand loyalty, boost search engine rankings, increase web traffic, convert more customers, lower marketing costs and increase revenue.

The Social Media Intensive is a short, sharp and highly practical 8 week online course (with the ability to fast track). It will teach you how to become a social media expert, and how to successfully develop and implement a social media marketing strategy. This course equips students with all of the necessary tools and templates required to succeed in digital and social media marketing today.





DYNAMIC AND FAST GROWING INDUSTRY

Social media marketing is one of the fastest growing markets worldwide, putting you at the forefront of the global social media revolution.

IMMEDIATELY APPLICABLE

The Social Media Marketing Intensive includes tools, templates and techniques that can be immediately applied to your employer or own business.

HANDS-ON EXPERIENCE

The assessments require you to develop and launch a social media marketing strategy for your chosen business and implementation plan on numerous social media networks.

EXPERIENCED MENTORS TO BRAINSTORM & PROOF YOUR STRATEGIES & CAMPAIGNS

It can be daunting to develop a full digital strategy & execute – having the support & input of your Mentor will be invaluable to ensuring your strategies & campaigns are set for success! Mentors are assigned to assist you every step of the way.

GRADUATE WITH A SOCIAL MEDIA MARKETING PORTFOLIO

Upon graduation you will have developed a comprehensive social media portfolio you can utilise for your business and future clients, as well as an impressive personal brand on social media.

STUDY YOUR WAY

Studying online means you can study at your own pace, around your own schedule.

PATHWAYS

Social Media Marketing Intensive graduates have the opportunity to move into the Diploma of Social Media Marketing to extend your studies. Speak with your Mentor about the special offers available.



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**Why Study The
Social Media
Marketing
Intensive**



THE POWER OF SOCIAL MEDIA



BUILDS BRAND AWARENESS

Social media helps increase brand exposure and builds long-term brand advocates.



INCREASES WEB TRAFFIC AND BOOSTS SEO

Social media drives traffic to websites and helps generate sales, as well as higher search engine rankings.



LOWERS MARKETING COSTS

Compared to traditional media formats, social media is highly targeted and accountable, removing misspent marketing dollars and maximising the marketing ROI.



DEVELOPS A LOYAL COMMUNITY

Customers love being part of a community – social media establishes an emotional connection with them.



IMPROVES CUSTOMER SERVICE

Social media is a fantastic tool for customer feedback, helping deliver better service and increased brand trust.



INCREASES DIGITAL EXPOSURE

Marketing on social media provides instant global distribution and the ability to engage with a huge number of daily users.





COURSE STRUCTURE

A HIGHLY PRACTICAL
AND ENGAGING
COURSE IN SOCIAL
MEDIA MARKETING

8 MODULES IN TOTAL

MODULE NO.	MODULE NAME	RECOMMENDED HOURS	MODULE NO.	MODULE NAME	RECOMMENDED HOURS
1	Digital Marketing Overview	8	5	LinkedIn Strategy and Implementation	10
2	Develop the Social Media Marketing Strategy	12	6	Twitter Strategy and Implementation	10
3	Facebook Strategy and Implementation	12	7	Personal Branding on Social Media	10
4	Instagram Strategy and Implementation	10	8	Measurement, Reporting and Optimisation	12

RECOMMENDED COURSE DURATION: 1 Module per Week, 8 Weeks in Total

COURSE FORMAT: Online in a highly interactive and engaging format

TOTAL COURSE ACCESS: Up to 6 months in total



MEET OUR STUDENTS

“I’ve been in the media and marketing industry for over 7 years and have seen firsthand the rise of social media in our industry. This training is like nothing else out there – relevant, thorough, interesting and incredibly useful”

*Stephanie Famolaro,
Advertising and Media Professional*



*Stephanie Famolaro,
Digital Marketing and
Advertising Specialist
AOL Platforms*



Radford White is 🏆 celebrating victory.

June 16

Still working through the SMC course but just won a \$20K contract to manage the Social Media of an existing client!!! Thanks SMC for giving me the platform of confidence to tackle brand new areas for this 48 year old corporate veteran!!

 Like  Comment



Renee Madge is 😊 feeling happy

August 8 at 7:51pm · Nowra

The best part of working in Social Media Marketing is when you post the campaign you have been working on. Then seeing all the engagements makes it all worth while. Lol Social Media isn't a 9-5 Job, I have had just a couple of days to source all the Photos,Text ect to create a whole new website, Facebook Page, EFlyers ect for a clients upcoming Exhibition. But with a few 2am bed times I did it. I also just want to say a big thank you to Social Media College, This course is amazing and I implemented lots of things I learnt this week into the campaign.



 Like  Comment



Rachel Wilson is 😊 feeling pumped.

August 9 at 5:39pm

Quick update I've finally opened my own niche food marketing consultancy and can happily say thanks to this course have secured 5 small - medium clients in one week. It has given me the confidence to follow my food dream 😊 [The Dirty Apron & Co.](#)

  You, Jonathon Tanner, Sammy Mac and 21 others 6 Comments Seen by 62

 Like  Comment



MEET OUR SOCIAL MEDIA EXPERTS

THE SOCIAL MEDIA INTENSIVE HAS BEEN WRITTEN BY THE WORLD'S LEADING SOCIAL MEDIA EXPERTS, ALL OF WHOM FEATURE ON THE FORBES TOP 50 SOCIAL MEDIA POWER INFLUENCERS LIST.



TREVOR YOUNG (AUS)

CONTENT MARKETING SPECIALIST | SOCIAL MEDIA CONSULTANT | SPEAKER | AUTHOR OF 'MICRODOMINATION'

Trevor has been entrenched on the frontline of the digital communications revolution since 2007. He is now regarded as one of the World's leading experts on content marketing and has authored a book called: 'microDOMINATION: How to leverage social media and content marketing to build a mini-business empire around your personal brand'.



DEBORAH LEE (UK)

ENTERPRISE LEVEL CONSULTANT | DIGITAL MARKETING EXPERT | SPEAKER | SOCIAL MEDIA POWER TRAINER

Deborah Lee is regarded as a pioneer of the social media marketing industry, and has worked with enterprise level brands such as Sony, Microsoft and Universal Pictures. Recently Deborah was featured on the Forbes Top 20 Women Social Media Global Influencers list. With hundreds and thousands of engaged and active Twitter followers, and her regular contributions to the Huffington Post and her own blog, Deborah clearly 'walks the walk'.



ERIC T TUNG (USA)

SOCIAL MEDIA COACH | SPEAKER | SOCIAL MEDIA STRATEGIST | PERSONAL BRAND SPECIALIST

Eric T. Tung is regarded as one of the United State's top social media minds. He regularly appears in top social media rankings, including Forbes Top Social Media Talent & Twitaholic's Most Followed People. As an expert in the social media space, Eric regularly speaks at some of the world's largest conferences, including Social Media Marketing World, Dreamforce, Blogwell, and many more.





Why Redmako Learning have partnered with the Social Media College in delivering the Social Media Marketing Intensive:

The **Social Media College** are **truly passionate about social media** and the huge potential it offers marketers. They **push the boundaries of what's possible** and they take students on that journey with them. Social Media College is comprised of an array of education specialists, including social media experts, content writers, industry trainers, university advisors, digital marketing strategists, and career consultants. Their collective skills combine to help offer an unrivalled social media education experience. Redmako Learning's partnership with the Social Media College allows you to choose a **real-world education** that will help you **accelerate your career and business.**





HOW TO ENROL

Quick recap:

Recommended Duration:
8 weeks (recommended)

Time:
Approximately 10 hours per week

Course Access:
You have up to 6 months to complete the course

Delivery format:
Online in a highly interactive and engaging format, with weekly Facebook Live workshops and a dedicated Mentor to check the set-up of your campaigns / ad-sets / audience profiling, etc.

Build a comprehensive social media marketing strategy for your chosen business as you study with the support of your Mentor

To enrol, simply follow the steps below:

1

Go to campus:

<https://campus.socialmediacollege.com/bundles/social-media-marketing-intensive-redmako?ref=24956e>



2

Click 'Enrol'

And enter your enrolment details



3

Gain immediate access to the course

NEED MORE INFORMATION?

If you would like to discuss your options, please call one of our Course & Careers Advisors on

1300 857 806 or email

admin@redmako.com.au



CONTACT US

We would love to hear from you:

Email:

admin@redmako.com.au

Contact:

1-300-857-806



www.redmako.com.au

