

1 Day Workshop
in Social Media Marketing



Workshop Contents

Facebook

- Business Profile creation
- Business Page creation
- Creating audience to listen you
- How to find your target audience in bulk on social media
- Know the IT Acts related to social media
- What are sponsored Links
- How to create & promote Offers on Facebook
- Engaging your target audience
- Creating a strategic E-marketing plan
- Measuring the ROI on social media
- Analyzing the Insights of Facebook Page
- Setting your social media goals
- Connecting your old clients
- Online reputation management
- Securing Facebook accounts from hacking
- Creating content, engaging audience & then converting into sales



Twitter

- Know the power of 140 characters
- Power of hash tags
- Connecting your old clients to twitter
- Inviting your target audience to follow you
- 'List' features
- What is #Discover in twitter



for Business

Google +

- Creating Business profile
- Creating Google + Business Page
- Studying the Insights of the page
- Verifying your business address on google maps
- How customers can locate you
- Searching your target audience through 'Community'
- Securing your Google + account
- The power of circles & follow

Google+ g+

Linked In

- Connecting with decision makers of company
- Connecting to targeted Groups
- Creating professional company page with your own domain
- Difference between Paid & free uses
- Participation in discussion forums

LinkedIn
for Business

Blogging

Power of Blogging

Information sharing & converting it to sales

Increasing subscribers

Building credibility in old & new customers.

Converting blog readers into customers



Know the power of blogging

YouTube

Creating your business Youtube Channels

How to create Live Webinar

Conduct meeting while sharing presentations

Promoting videos on Youtube paid & organic



for promotions



About Speaker

Nikhil Mahadeshwar

Social Media Expert

I started my career in web industry in 2007 after my SSC, I was just 16 that time, then started working as a freelancer web developer for 1 year. Established my own firm. As in web industry I started research in it. My web research are specially in:

1. Ethical Hacking & Information Security
2. 150 Years of future world report form 2010 to 2150
3. Social Media Marketing for SME's & PLE's

Achievements:

- 1.CEO at Feather's Group
- 2.Globally Certified Information Security Expert
- 3.Information Security & Social Media Consultant at www.kokansearch.com Search Engine.
- 4.Member of Cyber Attack Community, Asian School of Cyber Law, Pune
- 5.On Linkage & Advisory Committee of Sharadashram Vidyamandir Tantrik Vidyalaya & Jr. College of Sci-Voc.
- 6.Official Visiting Faculty of Maharashtra Entrepreneurship Development Program (Maharashtra Govt.)
- 7.Digital Volunteer of Social Media Cell, Ministry of Information & Broadcasting, New Delhi, Govt. of India.
- 8.Google Certifications – Digital Analytics Fundamentals
Google Analytics Platform Principles
Making Sense of Data
Ecommerce Analytics: From Data to Decisions
Mobile App Analytics Fundamentals
- 9.Technical Entrepreneurship Development Program (Maharashtra Govt.)
- 10.Faculty Development Program (Maharashtra Govt.)
- 11.Articles on Information Security at various magazines & e-magazines.
- 12.Trained more than 8000 people on various subjects & lectures.



Workshop Details

Date	31st October 2015
Duration	1 Day 9.00 pm to 5.00 pm
Venue	3rd Block, Jayanagar, Bengaluru, Karnataka 560011

Contact us

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