



The Software People

**High
Technologies
Solutions**

SMO

DURATION: 48 Hours



Introduction to Marketing

- Introduction to marketing
- Internet Marketing
- Basic SMO

Social Media - Introduction & Benefits

- Why PR works better than advertising
- Parallels between word-of-mouth and social media.
- How can social media help you online: Marketing, PR, Sales, Customer Service, Market Survey, Product Testing.
- Examples of results seen by advertisers : Indian and international examples

Social Media Techniques - Session 1

- Blogs, Online PR
- Choosing between blogging platforms.
- How to generate hype using review sites
- What kinds of articles work best for online PR and options for distributing them.
- Interesting and effective online PR tactics

Social Media Techniques - Session 2

- Videos, virals, content aggregators, bookmarking, community sites
- Why Videos are more effective than other tactics
- What makes a good viral
- Advertising options on social networking sites

Corporate Social Media - corporate blogging, profiling, online reputation management

- Corporate Blogging, Profiling, Online reputation management
- Thumb Rules while blogging for corporate
- Various options during profiling
- Examples of effective ORM and various options one can use for this

Do's and Don'ts of Social Media Optimization

- Key aspects to bear in mind when engaging in social media activity



Social Media Effectiveness Tracking and Analytics

- What is the challenge while measuring effectiveness
- Various approaches taken by agencies
- International attempts being made on this front

Case Studies

- Examples where comprehensive SMO has been done

