

# TRAINING SCHEDULE FOR SOCIAL MEDIA

One of the ways in which we support you at the BID is with your social media: by sharing your social media posts to make sure your business is at the forefront of people's minds.

Now we are taking things a step further by offering BID levy paying businesses a series of complimentary social media training sessions.

Venue: **The Isbourne Centre, Isbourne House, 2 Wolseley Terrace, Cheltenham GL50 1TH**  
Online Videos: [www.cheltenhambid.co.uk/socialmediatraining](http://www.cheltenhambid.co.uk/socialmediatraining)

SESSION

1



## HOW TO SET UP AND OPTIMISE YOUR INSTAGRAM AND FACEBOOK

In our first session we will be looking at:

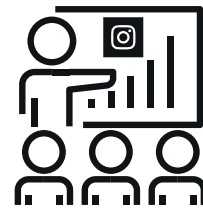
- How to set up your accounts
- How to ensure that your profiles are optimised
- Best practices for how to get started with posting to both platforms
- How to use hashtags on Instagram

Please book your seat by emailing [kat@cheltenhambid.co.uk](mailto:kat@cheltenhambid.co.uk)

Date: **Thursday 30 June** | Time: **10–11.30am**

SESSION

2



## HOW TO GROW YOUR BUSINESS ON INSTAGRAM

The session will cover:

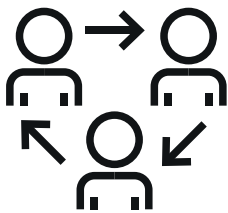
- Identifying your target customer and how can you find more of them on Instagram
- How to create engaging content that speaks to them
- How To Hashtag Effectively
- The things you need to be doing on Instagram now in order to grow

Please book your seat by emailing [kat@cheltenhambid.co.uk](mailto:kat@cheltenhambid.co.uk)

Date: **Thursday 14 July** | Time: **10–11.30am**

SESSION

3



## HOW TO WORK WITH INFLUENCERS ON SOCIAL MEDIA

It is now recognised that working with influencers can be a great way to grow a business on social media but where do you start? We will be joined by an Instagram Influencer for a Q&A session that will cover the following:

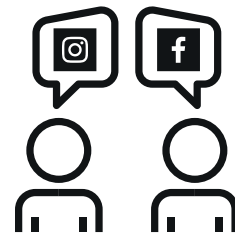
- How to find influencers on Instagram
- How to engage with an influencer
- How much should you be paying an influencer and what should you expect in return?

Please book your seat by emailing [kat@cheltenhambid.co.uk](mailto:kat@cheltenhambid.co.uk)

Date: **Thursday 8 September** | Time: **12.30-1.30pm**

SESSION

4



## ADVERTISING ON INSTAGRAM AND FACEBOOK

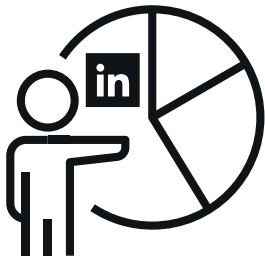
If you have budget to advertise on Instagram or Facebook but don't know where to start then this video is for you.

We will walk you through how to get started with advertising on both platforms in this easy to understand users guide.

Online at [www.cheltenhambid.co.uk/socialmediatraining](http://www.cheltenhambid.co.uk/socialmediatraining) from the **8 September**

SESSION

5



## HOW TO GROW YOUR BUSINESS ON LINKEDIN

If you run a business of any sort then you really should have a presence on LinkedIn. The session will cover:

- How to post on LinkedIn
- How to create a company page
- How to hashtag and tag on LinkedIn

Please book your seat by emailing [kat@cheltenhambid.co.uk](mailto:kat@cheltenhambid.co.uk)

Date: **Thursday 22 September** | Time: **10–11.30am**

SESSION

6



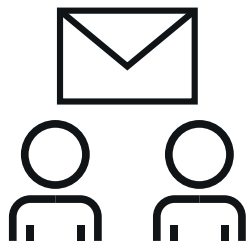
## BLOGGING FOR BUSINESS

A business blog is a marketing channel (just like social media, direct mail, email marketing, etc.) that helps support business growth. Blogging can help drive traffic to your website and it can help convert this traffic into business leads.

Video available online at [www.cheltenhambid.co.uk/socialmediatraining](http://www.cheltenhambid.co.uk/socialmediatraining) from the **8 September**

SESSION

7



## EMAIL MARKETING

Email marketing is a form of marketing that can make the customers on your email list aware of new products, discounts, and other services. It can also be a softer sell to educate your audience on the value of your brand or keep them engaged between purchases. It can also be anything in between. In this video we will be looking at the basics of Mailchimp.

Mailchimp can help you design, build, and optimise your email marketing to get the best ROI from your marketing programme.

Video available online at [www.cheltenhambid.co.uk/socialmediatraining](http://www.cheltenhambid.co.uk/socialmediatraining) from the **8 September**

SESSION

8



## GOOGLE ANALYTICS

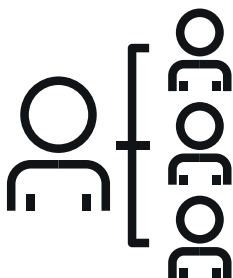
Google Analytics is an easy and free way of understanding how customers are finding your website. You can also track what people do when they're on your website.

In this simple video we will guide you through the process of using Google Analytics and how to track data simply and effectively.

Video available online at [www.cheltenhambid.co.uk/socialmediatraining](http://www.cheltenhambid.co.uk/socialmediatraining) from the **8 September**

SESSION

9



## SEO AND WEBSITES

Search engine optimisation is vital if you own a business or manage a website of any kind, you likely want to bring traffic to it. SEO is important because it's specifically aimed at helping you do just that.

This video will demonstrate some simple ways in which you can implement SEO into your marketing strategy.

Video available online at [www.cheltenhambid.co.uk/socialmediatraining](http://www.cheltenhambid.co.uk/socialmediatraining) from the **8 September**