

Enhancing Customer Relationship Management & PR Initiatives with Social Media Technologies

23rd-24th SEPTEMBER

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- Average person spent five and a half hours on social media sites in December 2009, up 82% from December 2008. AC NIELSEN
- \$716 million will be spent on social media this year, growing to \$3.1 billion in 2014. At that point, social media will be a bigger marketing channel than both email and mobile. FORRESTER.
- As of July 2010 Facebook has 500 million members!!
- 25% of search results for the World's Top 20 largest brands are links to user-generated content.

The question is how can we maximize these numbers to our benefit?

Can we really utilize social media to make a difference in our bottom-line?

Come attend this two days workshop on **Enhancing Customer Relationship Management & PR Initiatives with Social Media Technologies** and find out how you and your organization can reap the benefits and increase ROI on your initiatives.

Key Areas to be Covered

- ☞ **Introducing Social Media Into the Enterprise**
- ☞ **The Importance of Social Media Marketing: Why You Should Learn and Master it**
- ☞ **The Business Impact of Social Media Technologies**
- ☞ **Benefits of Social Media on Customer Relationship Management**
- ☞ **CRM and Social Media: Maximizing Deeper Customer Relationships**
- ☞ **Social Media Marketing - Leveraging on the Social Media to intensify your ROI..!!**
- ☞ **The Right Way to Use Social Networks for Marketing**
- ☞ **Social Media Marketing for Free Brand Recognition**
- ☞ **Steps to Optimize Your Content Marketing Strategy**
- ☞ **Steps for Effectively Using Social Media For PR**
- ☞ **Reasons Why Social Media Trumps SEO**
- ☞ **The Right Way to Use Social Networks for Marketing**
- ☞ **CASE STUDIES** to see how successful organizations are doing it
- ☞ **GROUP WORK** to put into practice lessons learnt



WHO SHOULD ATTEND

CIOS, CTOS, Executive Directors, Directors, Vice Presidents, General Managers, Heads of Departments, Senior Managers & Managers of:

- ☞ **Customer Relations**
- ☞ **ICT**
- ☞ **PR**
- ☞ **Web Services**
- ☞ **Business Development**
- ☞ **Strategic Planning**
- ☞ **Corporate Communications**
- ☞ **Sales & Marketing**
- ☞ **Social Media**

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