

Business Social Media King

Social Media such as Facebook, Twitter and Instagram, have literally taken over and influences how we conduct business today. It's not a question of, if you should be using social media, rather how well are you using it for your business. This course will give you a solid foundation on how to use social media and become a social media expert.

Participants:

Students from the **2nd year HAK, 2nd class HAS or Kfm. Kolleg**, who are interested in pursuing a career in Marketing. The seminar is in English and requires a fairly good understanding of the language .

Goals:

Understanding social media and all the tools it offers. Using stats and analytical tools to run a successful marketing campaign on social media:

- Learn about various social media platforms to use in your marketing mix
- Running successful Marketing campaigns
- Monitoring the effectiveness of your social media strategy

Content:

- General Social Media introduction
- Facebook and Facebook Adverts
 - How to create a successful Boost
 - How to work with automation processes for your marketing
- Instagram
- Twitter
- Websites & Social Media
-

Termin und Seminarort:

Samstag, 12. November 2016, 10.00 bis 18.00 Uhr

Park Residenz Döbling, Hartäckerstraße 45, 1190 Wien

Termin und Seminarort:

Sonntag, 13. November 2016, 10.00 bis 18.00 Uhr

Park Residenz Döbling, Hartäckerstraße 45, 1190 Wien

Maximale Teilnehmeranzahl:

20 Personen (Der Zeitpunkt der Anmeldung entscheidet über die Teilnahme am Seminar. Je früher, desto besser!)

Teilnahmegebühr:

€ 80,- pro Person für das gesamte Seminar inklusive Verpflegung und Skripten.

Seminardiplom:

Jeder Teilnehmer bekommt am Ende des Seminars ein Seminardiplom überreicht.



Referent: Andreas Hauke

Vienna Business School & Wilson Central School (New York) graduate: studied Film & Media at the Motion Picture Academy at the Tshwane University of Technology South Africa and 3D Modelling at the Open Window School of Visual Arts. Andreas attended numerous marketing summer programs in the US. He is the Owner of the Hauke brand which specializes in video production, web development and branding based in Pretoria & Cape Town, South Africa. He is responsible for the entire marketing of the company. He has been a keynote speaker for the past few years, coaching startups, equipping them with marketing tools to improve their businesses.