



Social Media Marketing

Overview

INTRODUCTION

This interactive self-study course provides an overview of social media and its impact on the marketing process. This overview includes descriptions of the various forms of social media and profiles of the most popular social media websites. This course also introduces the concept of social media marketing and discusses how you can use social media to market your business, promote your brand and influence your potential customers. Finally, this course provides a step-by-step guide for CPA's and other professionals to utilize when launching a social media marketing campaign.

AUTHOR

Michael J. Walker, CPA, is based in New England and has several years of accounting experience in several of the largest financial institutions in the world. He has an extensive technical accounting background that includes hands-on experience with U.S. GAAP, Canadian GAAP and International Financial Reporting Standards (IFRS). His specialized expertise includes the accounting for financial instruments, hedging strategies, and variable interest entities. He graduated from Bentley University with a BS in finance and an MS in accountancy.

COURSE DESCRIPTION

In technical terms, social media refers to a variety of Web-based applications (such as Facebook, Twitter, YouTube, et al) that facilitate (1) communication and collaboration amongst users of the Internet and (2) the creation of "user-generated content" in the form of words, pictures, audios and videos. However social media represents much more than this simple definition; social media signifies nothing less than a revolution in the ways that people communicate, consume media and conduct business. Many businesses are rethinking entire marketing strategies in order to focus on this new world known as "Web 2.0". Social media tools such as social networks, blogs and podcasts are now commonly used to market products and services to consumers.

TOPICS COVERED

- Introduction to Social Media
- Social Media Tools
- Social Media Marketing
- Launching a Social Media Campaign



FIELD OF STUDY

Marketing and Communications

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Please Note: This course must be completed within 1 year of date of receipt of the course for CPE credit.



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