

Old Courthouse Community Centre

CASTERTON COMMUNITY CENTRE NEW COURSE IN 2021:

DRIVE YOUR BUSINESS THROUGH SOCIAL MEDIA

with Amanda Jarrad, Online Delivery

Throughout this course Amanda introduces you to the fundamental skills and basic principles that underpin Marketing your Business through Social Media, through two main platforms Facebook & Instagram.

You will learn valuable skills & tools to maximise the impact of your online presence, throughout the course Amanda demonstrates the features of these sites & discusses the principles of creating posts with visual impact & creating your brand image.

You will also work on identifying your target market & your competitors as well as learning how to determine the effectiveness of your marketing strategy and whether it is generating desired results.

Course Content:

INTRODUCTION

Explore & Introduce the major Social Media sites & complete the Student Survey.

BEING VISIBLE

In this session you will discover how to get your posts seen by the right audience. Hashtags and algorithms, how they work and how to use them effectively.

CONTENT

Planning your content to make it easier for yourself, what to post, taking photos, captions, creating a consistent & recognisable brand.

KNOWING YOUR AUDIENCE

Knowing your customer is KEY to reaching them, learn to know your target market and what you are communicating to them.

COMPETITION

Identify your competitors, position your Business & Products.
Explore how Businesses compete with nearby Regional centres,
Hamilton, Portland, Mt. Gambier etc

PAID ADS

Running paid ads, using the skills we have learned about targeting & competition to select the parameters for paid ads, setting them up and running them.

GOALS & EFFECTIVENESS

How to measure if your ads are getting a return for your investment, time & money. View your analytics & what they mean. Running experiments with your ads & posts to see what works best.

FURTHER INFORMATION:

PREREQUISITES:

Basic Computer Skills, you may use your own computer or a laptop at the Community Centre, 79 Henty St, CASTERTON.

SKILLS & CERTIFICATE OF PARTICIPATION:

Increases employability through gaining skills in marketing and communications, which are applicable across industries.

Enhances communication skills through interacting with customers in the form of online communications & learn how to craft communications based on specific outcomes of converting posts into sales.

Experience using technology in the form of online platforms and social media on various devices.

Introduction to basic skills in creating graphics and using online tools to achieve professional visual presentation of business.

Increasing small business owners' capacity for profitability in their business by increasing their marketing communications skills.

STUDENT OUTCOMES:

Work on building a content plan with your brand image;

Create a plan for your first paid ad;

Develop a plan for positioning against competitors;

Set goals & measures for your success & ROI;

ENROLMENTS:

Enrolment Form is available on our website

www.oldcourthousecommunitycentre.com.au , or

Phone 0355812139 & fill out your enrolment at 31 Henty St, Casterton



TEACHER PROFILE:

Amanda Jarrad currently lives & works in Melbourne & will be joining us online for the duration of the course.

Amanda studied Bachelor of Arts - Professional & Creative Writing at Deakin University Waurin Campus

Won the Judith Rodriguez Award, was published in the Verandah Journal & was longlisted for Wyndham Writing Awards



ACFE PRE-ACCREDITED COURSE 2021