Developing a Cross-Channel approach to Organic And Paid Media

Introduction

Are you looking to start to use social media to promote your organisation and engage with your audience? Do you currently use social media, but are unsure how best to build your campaigns? This bitesize session will introduce you to key acronyms, media types and what cross-channel advertising is and why is it important?

Our tutor will walk you through step-by-step, as they set up a demo campaign highlighting considerations and offering top tips as they go.

At the end of the session, you will be provided with a crib sheet to take away to guide you as you develop your own campaign to ensure you maximise your campaign's success.

Session Structure

Getting started: Planning and research
- An introduction to the tools you can use to plan audiences/channels.
- The Importance of research and planning.

Google Ads Keyword Planner, Google Trends
- How to use Google Ads keyword planner and incorporate it within your strategy - ad
- copy.
- How to use Google Trends to inform your strategy - which platforms are right for your
- business?

Setting up: Best practices
- Where to begin when setting up a campaign.
- How to test a campaign.

Monitoring: Measurement & Tracking
- What to measure when conducting a campaign.
- How to reliably measure campaign performance.

Who is it for?

This workshop is designed for individuals who have responsibility for managing the organisations social media channels and are looking to understand how to effectively create a campaign.

Duration

3 hours

Dates

Contact our Digital Skills team for upcoming workshop dates

Timing

- Registration: 15 minutes before start time

- Session: session times will be confirmed on the booking form with the available dates

Location
Online

Cost
Fully subsided for Workforce for the Future registered SMEs

Book your place
Contact our Digital Skills team to book your place on the next workshop

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