

# Getting the Most from your Paid Media



## Introduction

Knowing how to communicate effectively with your customers and understand how they prefer to communicate with you, is vital for any business to develop their customer relationships and look to grow their customer base.

This practical workshop will take an in depth look at different media channels and how to include identify appropriate communication channels for your audience.

## Who is it for?

This workshop is designed for individuals who have responsibility for managing the organisations social media marketing, and overall marketing strategy and are looking to develop their knowledge around paid and social media channels.

## What will I get out of it?

Over the introductory workshop and follow-on bitesize sessions, you will look at:

- An introduction to paid media vs. Owned, Earned, and Shared Media
- How to reach your audience via these platforms and common targeting methods
- Best practices to planning your digital media activity
- A focused look at specific digital marketing channels which work best for your business

## Workshop structure

### Introductory session (one day)

This workshop will introduce you in more detail to different paid media, and how they can help you reach your audience and how they can fit alongside traditional media.

### Channel-specific sessions (2-hour bitesize sessions)

Following the introductory day, you will be able to join a number of 2-hour bitesize workshops which will focus in more detail on specific media channels including:

- Facebook and Instagram
- LinkedIn
- Twitter
- Others as requested

### 1-2-1 support sessions

Following the workshops, you will be able to access our digital marketing consultant to talk through your specific business needs and social media marketing plans

## Duration

One full day introductory workshop plus specific channel sessions and support

## Dates

Contact our Digital Skills team for upcoming workshop dates

## Timing

- Registration: 9:15am
- Session: 9:30am – 4.30pm

## Location

Online

## Cost

Fully subsidised for Workforce for the Future registered SMEs

## Book your place

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

## Contact

Tel: +44 (0)117 32 81528

Email:

[digitalworkforce@uwe.ac.uk](mailto:digitalworkforce@uwe.ac.uk)