



octave
digital

DIGITAL AND SOCIAL MEDIA TRAINING WORKSHOPS



028 9059 5907



WELCOME

Over the past five years we've helped scores of clients including Queen's University Belfast, Allstate NI and The Arts Council of Northern Ireland, upskill their staff in valuable digital media and marketing skills - from mastering social media to producing in-house videos.

Our courses are tailored to your organisation and delivered in-house. We've developed a range of courses to help your staff improve their knowledge and gain valuable practical skills in digital and social media. Topics include:

Social Media Fundamentals

Practical Facebook Training

Practical Twitter Training

Digital Marketing

To discuss your training requirements contact me today on 02890 595907

Paul



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Workshop Overview

The session will introduce your team to social media and how it can be used to benefit your organisation.

The group will learn from current best practice in social media use within your sector featuring relevant case studies and examples. Discussions and practical exercises will help your team develop ideas and content for improving your social media marketing.

Benefits

- Understand how major social media channels work
- Explore and understand the risks on social media and how to develop a social media policy
- Learn from reviewing best practice examples
- Develop skills for improving your social media content



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WORKSHOP CONTENTS

Introduction to Social Media

- Overview of social media audit / review
- What is social media; benefits of using it effectively

Facebook

- Story-telling on Facebook
- Writing engaging posts
- Top do's and don'ts
- Case studies and practical exercises

Twitter

- Twitter main areas and 'anatomy of a tweet'
- Identifying audiences and building a following
- 'Marketing in the moment' and engaging

Social Media Management and Strategy

- Developing a successful social media strategy
- Social Media risk and policy / monitoring tools
- Budget, skills and resourcing issues



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Workshop Overview

The practical Facebook workshop will give your business the practical skills and knowledge to use Facebook effectively for marketing. We will also highlight and discuss the most common areas for poor performance on Facebook before looking at top tips on growing your fan base, creating winning content and engaging effectively with fans.

Benefits

- Gain professional feedback on your Facebook activity
- Understand how to develop compelling content
- Understand the challenges of using Facebook for marketing
- Learn from best practice examples and exercises

Content

- Introduction to Facebook Pages and Marketing
- Developing Content
- Growing your Facebook community
- Advertising and Promoted Posts
- Facebook PR: Events, PR and offers on Facebook
- Managing risk on Facebook



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TWITTER WORKSHOP



Workshop Overview

Twitter is the second most popular social media network in the UK and Ireland. Our hands-on practical Twitter training session, will get you up to speed on using Twitter effectively for your organisation and show you how to use it to raise your visibility and engage online.

Benefits

- Gain professional feedback on your current Twitter activity
- Learn how to use Twitter confidently
- Gain practical experience in writing effective Tweets
- Learn how to engage on Twitter and grow a following

Content

- What is Twitter and why use it
- Overview of main areas and 'anatomy of a tweet'
- Create different tweets using hashtags, replies, conversations, links, media, direct messages
- Identifying audiences and building a following
- Engaging and being social on Twitter
- Twitter as a real-time tool / 'Marketing in the Moment'
- Differences between Twitter and Facebook content



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DIGITAL MARKETING WORKSHOP



Workshop Overview

The digital marketing training will introduce your organisation to the core opportunities and challenges in digital media and marketing. Attendees will learn how online media and tools are changing the way people research and shop and purchase services. We will also examine the importance of having a digital strategy and explore how businesses are successfully using social media, email marketing and search to boost brand awareness and grow sales.

Benefits

- Improve your knowledge of digital media and marketing
- Understand more about your web presence and assess its effectiveness
- Learn about core tactics for marketing and selling online
- Examine practical examples of how businesses are using digital effectively



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WORKSHOP OVERVIEW

The Digital Media Revolution

- Who is online and what channels, tools and sites are they using?
- Key stats on how organisations are benefiting from digital marketing, sales and ecommerce

Planning and Strategy

- Digital leadership
- Creating a digital strategy
- Resourcing, Skills and Budgeting

Website Design and Usability

- Your website - the weakest link? Top tips on improving your site
- Website usability and conversions
- The impact of mobile and smart phones usage

Digital Marketing in Practice

- Search Marketing
- Display Advertising
- Social Media, Online PR and Reputation Management
- Email Marketing and CRM
- Ecommerce - selling online
- Google Analytics



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ABOUT THE TRAINER

Paul McGarrity

Digital Marketing Consultant
and Trainer



Paul McGarrity is a digital marketing consultant with over 14 years' experience in the UK and Ireland marketing sector. He is Director of Octave Digital and writes a fortnightly internet marketing column, 'Online Insight', for The Irish News.

Paul helps clients understand, adopt and utilise internet marketing tools and focuses on consultancy advice, campaigns and training. He has successfully delivered digital communications and training projects for a range of clients including Allstate NI, Queen's University Belfast, Kelly Fuels, Newry and Mourne District Council and The Arts Council for Northern Ireland.



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EXPERIENCE



In-House Training Experience

Paul McGarrity has strong practical experience in developing and delivering digital training projects. Recent training projects include the delivery of bespoke digital and social media workshops for the following organisations:

Henderson Group

Provision of digital marketing training across the Henderson Group - one of Northern Ireland's largest companies. The training programme involved the design and delivery of social media training to brand and HR units within the company.



The Queen's University of Belfast

Research and delivery of a social media audit and in-house training in August 2014. The audit and training allowed staff to benchmark their social media performance against leading UK universities and improve their social media content and promotion.



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EXPERIENCE

The Arts Council for Northern Ireland

Design and delivery of digital marketing and social media marketing training across the organisation between 2012 and 2013.

The training included the following areas:

- Practical training in Facebook and Twitter
- Social Media content training
- Email marketing training



Newry and Mourne District Council

Design and delivery of a bespoke social media training programme containing four workshops.

The workshops helped senior managers gain a better understanding of the importance of social media and how it could be used to improve the Council's communications.

Workshops included:

- Social Media strategy
- Local Government use of Digital Media
- Facebook for Beginners
- Twitter for Beginners



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EXPERIENCE

Lectures and Training Seminars: External

Sure Skills Ireland

Delivery of social media and email marketing modules on social media as part of the Digital Diploma: 2013 to current



Digital Marketing Institute

Email Marketing Lecturer for the Digital Marketing Institute. The lecture helps marketing students to learn about email marketing best practice and how to improve their data, design and campaigns.



Agenda NI / Eolas Magazine

Social Media Strategy: Full day workshop on researching and drafting a social media strategy (from 2012 - current)



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EXPERIENCE

Courses and Qualifications

Paul McGarrity has completed the following courses:

- Dotmailer: Email Marketing Introduction and Advanced (2013)
- Google: Digital Analytics Fundamentals (2013)
- FETAC Train The Trainer Certificate (2011)
- Econsultancy: Advanced Social Media (2012) / Online PR (2011)
- Google Qualified AdWords Professional (2009)
- MA: Professional Communication, Sheffield Hallam University (2008)



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EXPERIENCE

Recommendations

"Paul's expertise in digital media communications is enviable. Throughout his consultancy he provided calm, confident and sound direction to our small Communications Team.

We now have not just a written strategy and action plan, but the knowledge to implement it, change it, evaluate it and most importantly, understand how to integrate what we've learned about digital media within our corporate communications activities.

Paul was a pleasure to work with and added significant value to the skills and functions of the Arts Council's Communications Team."

Gráinne McCann

Communications Manager, Arts Council of Northern Ireland

"Paul's training has given our team the knowledge and confidence to engage effectively on social media. He has great working knowledge of social media tools and tactics and was able to give us lots of practical tips. We now use Facebook and Twitter on a daily basis to reach out and engage with people. I very much recommend Paul to other organisations who require an expert social media trainer."

Eilis Mulholland

Project Co-Ordinator, Be Safe Stay Safe



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CONTACT DETAILS

To discuss your training requirements contact me today on 02890 595907

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