
Social Selling – Social Commerce

Description

This training is intended for entrepreneurs, communication managers, future community managers who want to learn how to identify business opportunities and sell on social networks. During this training the participants will learn the basics and the main techniques.

Classroom Registration Price (CHF)

700

Virtual Classroom Registration Price (CHF)

650

Course Content

Module 1: Social Selling Platforms

- Definition and challenges
- LinkedIn, inventory of Social Selling
- Twitter, inventory of Social Selling
- The establishment and animation of networks
- Exercise / Project

Module 2: Social Commerce Platforms

- Definition and challenges
- Facebook, inventory of Social Commerce
- Instagram, inventory of Social Commerce
- The establishment and animation of networks
- Knowledge quiz

Documentation

- Digital courseware included

Participant profiles

- Communication Managers
- Marketing Managers

Prerequisites

- Basic knowledge of internet browsing

Objectives

- Define a social selling and social commerce strategy
- Know the basic principles, the different platforms that lend themselves to it

Niveau

Fondamental

Duration (in Days)

1

Reference

DM-SE