



[www.cleoburycountry.com](http://www.cleoburycountry.com)

# CLEOBURY THE COUNTRY Training Courses

Create your own Social Media Strategy that works!

1st February 2017

10.00—1.30pm

£65.00 +VAT per person

## **Who is it for?**

This course is suitable for anybody that has an interest in gaining more knowledge in how social media can work for your business

## **Length of Course:**

Half day

## **Course Content:**

During this course we'll help you to understand and write your own bespoke social media strategy, or evaluate what you're doing, to see if it can be improved.

- 1) Clarify your Social Media objectives
- 2) Decide how you'll measure your success
- 3) Identify your target market
- 4) Decide what channels are best for your business
- 5) Decide what information your audience needs

- 6) How often, who can provide the content?
- 7) What marketing do you do at the moment? How can social media help?
- 8) Complete Plan
- 9) Identify strategic partners
- 10) Twitter hours, LinkedIn groups, blogs which medium will reach and resonate with your audience quickest?

Open Q & A

**Please contact us at the  
Cleobury Country Centre  
for further information and booking forms.**

Contact Us at The Cleobury Country Centre:

Tel: 01299 272 300

Email: [business@cleoburycountry.com](mailto:business@cleoburycountry.com)

Website: [www.cleoburycountry.com](http://www.cleoburycountry.com)

Cleobury Country Centre,  
Love Lane,  
Cleobury Mortimer,  
Dy14 8PE



Also Find Us on Facebook & Twitter: [/CleoburyCountryCentre](https://www.facebook.com/CleoburyCountryCentre) [@CMCountryCentre](https://twitter.com/CMCountryCentre)