

#### Sales & Marketing

# Grow your business with B2B social media

## Course Details

#### Price

£215.00

#### Length

Half day (09:30-12:30)

## Course Overview

The session will introduce the principles of B2B social media marketing and give business owners, marketing assistants, self-employed professionals and business development executives the knowledge and tools to get started or improve their existing channels.

## Course Content

- An introduction to the role of social media in the marketing mix
- Understanding your audience and choosing the right channels
- Creating a social media channel strategy
- Creating a content plan
- Tips for posting, engagement and getting the most out of your social media channels

## Benefits

It is easy to get lost using social media and find yourself wasting time for little impact. However, B2B social media can be an effective and low-cost marketing tool. Communicating the right message to the right audience, ensuring your social media looks and sounds professional and staying on track, requires careful planning.

## Next Steps

If you would like to book a place on this course please click on the **'Book Course'** button to the right of this page and login or register for a user account to complete your booking(s). Any queries please do not hesitate to contact us via [admin@gta.gg](mailto:admin@gta.gg) or call us on 01481 224570.

If no date is scheduled for this course at the present time please click on the **'Register Interest'** button and login or register for a user account so that we can add you to our course interest register. This register allows us to contact our tutors and finalise dates for a course as soon as we have a few people who have expressed their interest, so the more delegates who register their interest, the sooner we can schedule a particular course.

## Course Tutor

### Krista Osborne

Account Manager – Social Media and Digital Content at Black Vanilla Krista manages social media for a wide variety of clients across sectors, from corporate organisations to charities and non-profits. Her expertise lies in social media strategy and management, and she has a strong track record of delivering engaging content that performs. She also oversees digital content production, including podcasting and short-form video, and regularly collaborates with other creatives to ensure clients receive fresh, effective campaigns. Krista delivers social media training and has developed a tailored strategy training service specifically for start-ups and new businesses. She has experience working across a range of platforms and has played a key role in the event management of some of Guernsey's biggest events.