

Dear Valued Client,

Greetings from Business Maker Academy, Inc.----a training center for business, finance, human resources & leadership that has served more than 150,000 clients since 2003 and is an accredited learning institution of the Civil Service Commission (CSC) & PHILGEPS.

You are cordially invited you to attend our training program on:

SOCIAL MEDIA AND CONTENT MARKETING

Date: _____
Time: _____

Attached below are the Registration Form & the Course Brochure. We look forward to a fun and rewarding learning experience with you. Feel free to contact us for any questions or clarifications.

Thank you very much,
BMA Management

REGISTRATION FORM

Please submit via: Email to info@businessmaker-academy.com | Viber: (0912) 2231826

Booking Officer Name: _____
Position: _____
Company: _____
Company TIN: _____
Industry: _____
Tel No: _____
Cel No: _____
Email Address: _____

Total Number Attendee(s) for Enrollment: _____
Note: Please indicate full name below:

Attendee 1: _____
Cel No: _____
Email Address: _____

Attendee 2: _____
Cel No: _____
Email Address: _____

Attendee 3: _____
Cel No: _____
Email Address: _____

Attendee 4: _____
Cel No: _____
Email Address: _____

Attendee 5: _____
Cel No: _____
Email Address: _____

(More than 5 participants, pls attach extra sheet)

Would you like to request for billing statement? Yes No
How did you find us? _____
Use Promo Code: _____

ENROLLMENT DETAILS

SCHEDULE:

- Pls visit <https://businessmaker-academy.com/training-schedule/>

WEBINAR:

- Duration: 1 session x 4 hrs.
- Time: AM Sched: 8:30am to 12:30pm
PM Sched: 1:30 to 5:30 pm
- Venue: Zoom

SEMINAR:

- Duration: 1 day x 8 hrs
- Time: 9am to 5pm
- Venue: 1503A West Tower, Tektite Bldg, Exchange Rd., Ortigas Center, Pasig City Philippines

TRAINING FEE:

- Webinar Fee = Php 2250+VAT
- Seminar Fee = Php 4250+VAT

MODE OF PAYMENT:

- Bank Deposit:
Account: Business Maker Academy, Inc.
BPI SA# 4013-0306-64
BDO SA# 000-280-622-422
Landbank CA# 3732114830
- Paypal: pls contact us
- Dragonpay: pls contact us
- Gcash: pls use QR code below



BUSINESSMAKER ACADEMY & HR CLUB PHILIPPINES

SOCIAL MEDIA & CONTENT MARKETING**WEBINAR | SEMINAR**
www.businessmaker-academy.com**SOCIAL MEDIA AND
CONTENT MARKETING****“How to Market Effectively Through
Social Media”****Seminar:** 1 day x 8 hrs. (total of 8 hrs)**Webinar:** 1 session x 4 hrs. (total of 4 hrs)**COURSE DESCRIPTION:**

Do you need to increase your visibility and encourage your customers to learn more about you and what you can offer on social media? Do you want satisfied customers to follow and tell the world about you? This course offers you the fundamentals of social media and content marketing. It shares the platforms, tools, tips, and best practices to help you create a social media marketing plan and schedule that engages and sells your brand, product or service effectively.

WHO SHOULD ATTEND:

Business Managers, Entrepreneurs, Marketing & Sales Managers or Officers, Online Marketers, Media Planners, PR Officers, Corporate Communications Officers, Business Owners or individuals who want to effectively use social media as a marketing tool.

PERFORMANCE OBJECTIVES:

Upon completion of this workshop, participants should be able to effectively use social media to create awareness for their product, service and organization.

LEARNING OBJECTIVES:

By the end of this course, the participants shall be able to:

- Analyze current social media trends and practices
- Identify your buyer persona, keywords and how to speak to your audience
- Determine the most effective and appropriate social media platforms to meet and engage your target audience
- Generate content ideas and ways to gather and prepare your content
- Use templates to plan, schedule, and monitor social media & content marketing

COURSE TOPIC HIGHLIGHTS:

1. Defining Social Media and Content Marketing
2. Social Media Trends
3. Benefits of Social Media Marketing
4. Defining Your Online Target Market
5. Identifying Buyer Personas
6. Building a Keyword Worksheet
7. Your Online Personality & Brand
8. How to Effectively Use Social Media Platforms for Marketing & Sales: Facebook, LinkedIn, X (Formerly Twitter), Instagram, and YouTube
9. Content Marketing Checklist
10. Content Gathering: Producing, Curating, Outsourcing, and User-generated Content
11. Social Media Marketing & Content Marketing Plan
12. Social Media Marketing Plan Template
13. Content Marketing Schedule
14. How to Measure & Monitor Results

TRAINING INCLUSIONS:

- Live Webinars are conducted via Zoom and includes eCertificate of Completion. Printed Certificates may be requested with minimal processing fee of Php100 plus shipping fee.
- Live Seminars are conducted at BMA Training Center and includes: Certificate of Completion, Seminar Kit, Meals and Drinks. Plus: non-transferable one-time refresher seminar session within one year.

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