

# SOCIAL STRATEGY IN A DAY MASTERCLASS

4<sup>th</sup> April 2019 ~ One Moorgate Place, London EC2R 6EA

Prepare yourself for a social media strategy day like no other, with all new, fresh content for 2019. Whether you've attended in previous years or it's your first time, you'll come away with the latest insights, research findings and advice to help ensure your digital marketing really delivers.

## 9.30am – 10.00am: Registration and Coffee

**10.00am – 10.20am: How to drive business via social media in 2019:** Social media and digital marketing are changing rapidly. That's why the day kicks off with a look at current challenges and opportunities. Whether new features, regulation changes or emerging trends, this session will look at the big issues social media managers and marketing departments currently face.

**10.20am – 10.45am: How are generations behaving in 2019?** When it comes to engaging audiences on social media, the difference between generations shouldn't be ignored. From Generation Z, which has never known life without a smartphone, to Generation X, which has had to catch up with the digital era, you'll hear the latest consumer trends and insights and learn what kind of content different generations are responding to, which platforms they're using and how social media has an impact on their buying behaviour. You'll also get an exclusive preview of Digital Blonde's latest research project, which explores what social media activity works best for each generation.

**10.45am – 11.15am: The power of empathy in great storytelling and marketing:** What's the key to successful storytelling? Increasingly, the power of empathy is being recognised in some of the best marketing campaigns. This talk explores the meaning of empathy and how you can make this part of your marketing strategy. Learn how applying empathy can energise your campaigns and bring a simple and effective clarity to your social media storytelling.

**11.15am – 11.35am: Supercharge your social media with consumer psychology:** At the heart of any effective social media marketing campaign is an understanding of human behaviour and how we think. This session looks at the latest findings in consumer psychology and how these can benefit your social media communications. Delivering the research highlights you need to know from academic and commercial worlds alike, you'll learn about influence, communication styles and using nostalgia to drive sales.

**11.35am – 11.50am: The inspiration session:** This is a look at ten killer campaigns that have inspired the Digital Blonde team during the past year. It's an opportunity to learn what worked, why they made an impact and, most importantly, what made them so memorable.

**11.50am – 12.10pm: 20 questions in 20 minutes:** Do you have a social media query, conundrum or burning question? When you book your course, make sure you submit a question for the Digital Blonde team to answer. This quick-fire Q&A is your chance to obtain some useful answers and practical advice.

## 12.10pm – 1.00pm: Lunch

**1.00pm – 1.20pm: The biggest challenge in social media today:** It could be argued the biggest social media trend of 2019 is rebuilding trust. From "fake news" to the Cambridge Analytica scandal, consumer trust in social media has eroded in recent times. So how do you ensure your social media communications aren't hit by consumer scepticism? This session looks at authenticity and what it takes to be a trusted brand on social media channels. Combining crucial academic findings with real-life examples, you'll come away with a new understanding of trust and how to gain it.

**1.20pm – 1.50pm: Improve your food and drink photography in 30 minutes:** Enticing images are essential to successful social media – but you don't necessarily need to be a professional photographer to take an appealing photograph. Have some fun and pick up some valuable tips in this practical session, which will teach you how to take better photos of drinks and food using your phone. You'll notice improvements immediately.

**1.50pm – 2.05pm: An insider's guide to 2019's best apps, tips and tricks:** Get an insider's guide to the latest tricks, apps and features that will really enhance your social content. Whether it's creating compelling Instagram Stories or adding movement to still images to share on Facebook there is something out there to make life easier. This is your chance to get the Digital Blonde team's expert recommendations on the best apps and shortcuts available right now.

**2.05pm – 2.25pm: Why your chef should be part of your social media strategy:** A good chef is crucial to any hospitality business, but did you know they can also be the key to great social content too? Featuring new research findings from Premier Foodservice on chefs, consumers and social media, this session is packed with practical advice on how to work with your chef to deliver a winning social media strategy.

**2.25pm – 2.35pm: Algorithms: The myths and the truths:** Have you ever crafted a great piece of content only to see it not perform as well as you'd hoped? Or perhaps you've been surprised by the success of a social post but are unsure why. This session will shed some light on social media algorithms, how they work and what you can do to try and ensure your content gets priority in the news feed.

## 2.35pm – 2.55pm: Break

**2.55pm – 3.15pm: Is Instagram really any good for driving sales?** You can't have missed the growth and hype surrounding Instagram. The platform frequently makes national news headlines – but can it really help drive footfall to your business? This session will take a closer look at Instagram and what is realistic for your business to achieve in 2019. How can you ensure you are making the most of Instagram and how can you prove it's working? We'll cover Instagram newsfeed, stories and television.

**3.15pm – 3.30pm: Should we forget about Facebook?** We've all heard stories of people abandoning Facebook and many consumers claim not to use it any more – so is Facebook really worth it? We'll explore reasons for and against spending time and money on marketing via this platform.

**3.30pm – 3.45pm: Advanced targeting: How to make your social spend count:** Make your social spend count and let the Digital Blonde team take you through the advanced options when it comes to targeting. You'll get to see paid social in a different light and gain a better understanding of how it can help you deliver more relevant results.

**3.45pm – 4.00pm: Social Media and Mental Health:** Mental health and social media's impact on this have dominated the headlines in the last year. This looks set to continue into 2019 and beyond. As awareness of some of the detrimental effects of social media grows, and consumers are considering how long they spend online, we'll look at what this means for your social media strategy in 2019.

**4.00pm – 4.10pm: Closing comments:** The day will end with a swift summary from the Digital Blonde team, covering everything you've learnt and how to put it into action in your workplace.



Tickets for the event are £295 plus VAT for Propel Premium members and £345 plus VAT for non-members and can be booked by emailing [anne.steele@propelinfo.com](mailto:anne.steele@propelinfo.com)

Propel info

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**Terms and conditions:** Places are secured on receipt of payment only, are non-refundable but are transferable to a colleague if you are unable to attend.