

Social Media Marketing for Events

Strategy

SOCIAL MEDIA MARKETING GOALS

Make things happen

- Write down your goals.
- Create steps in order to achieve your goals.
- How your goals will impact your work.



How to achieve goals

- Create and post events on social networks.
- Promote events through organic and paid search.
- Communicate with audience.



What's the next step?

- Track progress through analytics, e.g., Google and other.
- Hold events.
- Learn what did and did not work with social media.



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