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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Amandah T. Blackwell - Savvy-Writer - Cell: 480-208-1599 - Email: amandahblackwell.savvywriter@gmail.com