Learn how to enhance your communication and engagement across multiple digital platforms such as email, messaging apps and social networks and be able to target your organization's messages effectively through paid advertising on search engines and through a variety of social media channels.

Seminar Overview

The majority of your professional interactions today begin with some form of digital or social media channel. Whether this is through a visit to your website, a social media channel, a response to an email, or a search engine inquiry, you need to ensure that you are communicating your message effectively.

The Digital Communication, Engagement & Advertising Seminar focuses on ensuring that participants are able to engage their audience. Participants will learn how to improve the perception of digital deployments, and how to use both free and paid digital advertising opportunities to communicate messages effectively to a selected target audience. A number of channels are explored in conjunction with the individual organizations strategy and target audience, to determine which channels and techniques should be used to optimize communication and provide the highest return-on-investment.

Participants will have the opportunity to take advantage of special vouchers to test run actual campaigns on select channels.

Who Should Attend?

Anyone within an organization who interfaces with the public or with clients or is involved with paid advertising campaigns in roles including: customer service, advertising, marketing, sales, communications, and management.

Benefits

FOR INDIVIDUALS
- Learn how to use the tools available to ensure that digital channels can be found and that they present the best impression possible
- Be able to design and execute an effective paid advertising campaigns on both the Google and Bing search networks and multiple social media networks
- Learn when and how to engage with others through email and messaging channels to achieve desired goals
- Learn how to increase engagement across a variety of social media networks

FOR ORGANIZATIONS
- Understand the role that paid advertising and promoted posts play in connecting with your target audience through digital and social media channels
- Ensure that advertising objectives are being achieved in the most cost effective manner through digital and social pay-per-click and pay-per-conversion options
- Understand how and why to engage with your target audience through digital and social media channels and messaging applications and who in your organization should be involved

Contact
Jackie Collins (jcollins@mun.ca)
(709) 864-2131
www.mun.ca/GardinerCentre

Participants will also be granted access to several free DSMP Online courses as well as premium courses valued at several hundred dollars.
Digital & Social Media Program

The Digital & Social Media Program is designed to assist organizations and individuals with capitalizing on the meteoric rise of ‘digital,’ regardless of industry. Ensuring that there is a correct complement of traditional marketing channels with digital alternatives provides the most efficient and effective marketing mix.

“A little more than a decade since the first Facebook account, channels such as Facebook, Twitter, Instagram, LinkedIn and others have transformed the way we communicate, but questions remain. How can social networks best be put to use? What’s the best way to engage with audiences? Is a specific channel a good fit for your organization? The goal of the Digital & Social Media Program is to help individuals and organizations with answering these questions.”

The Digital & Social Media Program is composed of ‘3 Core’ six-module Seminars;
- Digital & Social Media Strategy and Tactics
- Digital & Social Media Communication, Engagement and Advertising
- Digital & Social Media Metrics, Measurement and Analytics

DSMP Online has three levels of training courses available to support the core training offerings.
- **DSMP Online Introductory** courses include free channel optimization courses, free ‘Beginners Guide to...’ courses, and a range of ‘Introduction to Digital & Social Media for...’ courses for a wide range of industries and occupations.
- **DSMP Online Enhancement** courses provide more details on specific digital and social media channels and tools.
- **DSMP Online Advanced/Specialized** courses are provided to go in-depth on specific channels and tools and can assist with certification such as Google AdWords, Google Analytics, Bing Ads, etc.

Past Participant Feedback

“This is a tremendous course, relevant, on trend, informative, inspiring and educational. The best training value for dollar and time spent that I have ever had in 18+ years in Government. Congrats to Lyle who is a phenomenal teacher, talent, and individual. Will highly recommend this course.”

“My head HURTS ... but in a good way!”

“Lyle often highlight things that even avid users are not aware of!”

“In such a fast moving environment the material was up to date, and up to date by that morning! Fantastic.”

“Lyle was excellent, extremely knowledgeable and very well prepared. As a new person to this industry, I felt this gave me a huge leap into what I need to know. This was amazing!!!”

“Impressive because of the instructors passion and knowledge. Canada needs to continue to encourage thought leaders like Lyle to teach our business leaders.”

“The best training value for dollar and time spent that I have ever had in 18+ years in Government. Congrats to Lyle who is a phenomenal teacher, talent, and individual. Will highly recommend this course.”

“Everyone in our industry needs to hear this. It will uncomplicate some things.”

“Superb. Action packed, never boring, exceptionally detailed content. Exactly what I was hoping to learn and more! Very pleased with the hands-on element.”

“This was the most informative day I’ve had in a long time.”

The Instructor: Lyle R. Wetsch

Lyle R. Wetsch is the designer of the Digital & Social Media Program and the facilitator of all of the programs components. He is currently an Assistant Professor of Marketing at Memorial University of Newfoundland and is currently the Chair in Teaching and Learning for the Faculty of Business Administration.

In addition to his work at Memorial University, he is actively involved in providing presentations and consulting with businesses on various elements of digital and social media through his company “Digital Marketing Consultants”. He has assisted businesses and organizations with the development, design and implementation of their digital and social media strategies as well as serving on several advisory boards. His work has received several international accolades including:
- Being recognized by Memorial University with the ‘2014 President’s Award for Distinguished Teaching’
- Being recognized by the Marketing Management Association as the ‘2013 Hormel Master Teacher’ and ‘2013 Hormel Teaching Excellence Award’
- Being recognized by Social Media Marketing Magazine as one of the ‘Top 100 Marketing Professors on Twitter’
- Being recognized by Best Online Universities as one of the ‘Top 200 Web Savvy Professors for 2012’
- Being recognized by MBAPrograms.org as the only Canadian Professor on the ‘Top 50 Business School Professors on Twitter’

DSMP main social media channels below. For a full list visit www.DigitalSocialMedia.com/Social-Media.
- www.LinkedIn.com/company/Digital-Social-Media-Program
- www.LinkedIn.com/in/LyleWetsch
- www.Twitter.com/DSMProgram
- www.Facebook.com/DigitalSocialMediaProgram
- www.google.com/+DigitalSocialMediaProgram-Training
- www.YouTube.com/DSMProgram