



Monetizing Social Media



How to make your online communities profitable using a step-by-step social media monetization approach



Preview and Register Online.



Fully examine the current state of your social media landscape

Social media has been an integral part of our business world for over a decade. **Companies are now increasingly interested in monetizing their growing communities while providing ongoing value to their fans.** This means actually seeing ROI from your online social media channels!

This course provides a temperature check for your organization's daily functioning: to ensure that your social media is being utilized to the best of its ability, and that the online communities are thriving. **Plus develop monetization strategies to create win-win relationships** with social media partners and sponsors.

The Best Part:

All participants will begin developing their Social Media Monetization Plan, and be offered a two hour follow up strategy consultation.

ENROL TODAY TO EARN YOUR CERTIFICATE **3** WAYS TO REGISTER SEE OVER

Review complete program content inside

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How to make your online communities profitable

What You Will Learn

1. A detailed process for evaluating and optimizing your current Social Media (SM) program
2. Strategies to jump start your SM growth
3. How to ensure SM is aligned with your marketing and sales goals
4. Review the most successful social media monetization cases
5. New ways to monetize your thriving online communities
6. Strategize and plan for delivering value to your online communities on an ongoing basis
7. Ways to integrate social advertising
8. Promoting partners for mutual benefit through social media
9. Value propositions for current fans and potential partners
10. How to allocate your time and budget towards the tools that will yield most results

Who Should Attend

Organizations from the private and public sector that have a growing community of social media followers will find this innovative course an outstanding opportunity to generate new sources of revenue from sponsors who want to reach your target communities.

This program will directly benefit forward-thinking managers and social media team members **from the following areas:**

- **Marketing and Sales planning**
- **Marketing Promotions**
- **Social Media Management**
- **Business Development**
- **Client Services**
- **Advertising and E-Commerce**
- **Association and Non-Profit Management**
- **Product Management and Brand Development**
- **Business Ownership and General Management**
- **Entrepreneurs**



How to make your online communities profitable

Program Content

DAY 1:

How to Make Your Community Top Notch and Saleable

1. Current State of Social Media in North America and Globally

- Report findings - What's working, what's not, what's new, what's hot
- Who is monetizing? And how?

2. Taking a Broader Look at Social Media Platforms: A Case Study Approach

- Do you know where your audience is? Google does
- The popular guys: Facebook, Twitter and LinkedIn
- What happened to Google Plus?
- Hello Pinterest and Instagram!

3. Strategic Evaluation of the Online Communities of Class Members

- Temperature check into the current state of your social media communities
- Which communities are you currently on?
- Are you optimizing your current communities
- Group work examining current state, challenges and goals
- Where are the opportunities for monetizing social media

4. Measurement

- How are you currently measuring the effectiveness of your social media?
- Effective tools and practices to employ
- The advantages in being able to measure all your online efforts
- How to make use of the data you gather

DAY 2:

How to Monetize Your Social Media Initiatives

5. How Do I Plan for Success?

- Making monetization work for you
- Creating value-added benefits to loyal followers
- **Types of offerings you can monetize:**
 1. what you already have
 2. what you need to re-purpose,
 3. what you need to create

6. Aligning With Key Partners

- Recognizing current partners and new marketing relationships
- Where the opportunities lie for cross promotion
- 'Sales' package for potential new partners

7. Creating a Social ROI Program for Your Organization

- What's trendy and 'sharable'
- Engaging social media savvy videos
- Infographics that not only inform but entertain
- Tweets that will be re-tweeted
- Do's and don'ts on how to engage your audience more
- How to empower your fans to create content on your behalf

8. The Future of Social Media

- What's next?
- How do we prepare for what our fans will expect of us?
- Staying ahead of the curve
- Measuring your program results

In-Company Training

This and all SEEC programs can be delivered on-site or customized for your group's needs. For all custom program enquiries please e-mail customseecprograms@schulich.yorku.ca or telephone 416.360.8850.

Special Value Added Course Feature

All participants will be offered the opportunity for a two hour follow up consultation on their social media monetization plan

Instructor Profiles

Livia Grujich

Livia is a founding partner of ON Q Communications Inc., bringing a tremendous level of experience in the field of marketing, social media and public relations. For over a decade, ON Q has been at the growth tip of the social media evolution, with a demonstrated industry foresight in monetizing social media for clients. As one of the key developers in the field, Livia consults with clients daily on strategies for growing and optimizing online communities.

Livia is Schulich School of Business graduate, with many years of corporate experience in creative strategy development. She has led innovative projects for Universal Studios, Sunnybrook Health Sciences, The MBA Tour, Baskin Robbins and FitFlop, and provided advertising, social media and public relations expertise to corporate, non-profit and public-sector organizations.

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November 2 - 3, 2015

Nadal Management Centre

April 11 - 12, 2016

Executive Learning Centre

Ways to Register

Online

seec.schulich.yorku.ca

Fax

Download a registration form at seec.schulich.yorku.ca and fax to **416.736.5689**

Mail

Download a registration form at seec.schulich.yorku.ca and mail to the address under Payment Options at right

Course Tuition & Registration Details

Program Tuition: \$2,045 + applicable taxes. This includes instruction, all seminar materials, lunches, refreshments, but not hotel accommodations.

Special Team Savings: Save \$150 each when two or more team members from the same organization register for this program at the same time.

Please Note: Fees, dates, speakers and applicable taxes are subject to change. York's liability is limited to reimbursement of paid tuition fees. One free transfer is permitted, provided written notice is received at least 15 days in advance of the seminar start date. Late transfer requests, less than 15 days in advance of the start date, will incur a \$100 fee. Additional transfers are \$200 each. Cancellations received in writing at least 15 days in advance of the seminar start date will receive a full refund. Written cancellations received less than 15 days prior to the seminar will be subject to a \$500 administration fee. Participants must attend all program days and fulfill all program requirements in order to receive a certificate. HST# R119306736.

Program Locations

Your course will take place at the following SEEC facilities from 9:00 a.m. to 4:30 p.m. each day:

November 2 - 3, 2015 session

The Miles S. Nadal Management Centre, 222 Bay St., 5th Floor, Ernst & Young Tower, Toronto, Ontario M5K 1K2
Tel: 416.360.8850

April 11 - 12, 2016 session

Schulich Executive Learning Centre, York University, 4700 Keele Street, Toronto, Ontario M3J 1P3
Tel: 416.736.5079

Payment Options

SEEC accepts Visa, MasterCard, American Express and cheques.

If paying by mail, registration forms can be sent to:

Schulich Executive Education Centre, The Executive Learning Centre, Schulich School of Business, York University, 4700 Keele Street, Toronto, ON M3J 1P3

Please make cheques payable to: York University – Schulich Executive Education Centre

Optional Accommodations

For sessions held at The Miles S. Nadal Management Centre, please consider staying at the **Fairmont Royal York Hotel**. Call 416.368.2511 and ask for the SEEC/York University special corporate rate. Book online at: fairmont.com/reservations/check-availability/ Enter promotion code NYRK.

For sessions at the Schulich Executive Learning Centre, join us at **The Schulich Executive Residence**. Participants attending this program receive a **special discounted price of \$79/night with the promotion code SEEC16**. Call 416.650.8300 for information and reservations, or book at elc.schulich.yorku.ca.

Contact Us

Call us at 416.736.5079 (1.800.667.9380 toll free), or email execedinfo@schulich.yorku.ca.

Experience The Schulich Executive Learning Difference...



World class faculty and instructors



State-of-the-art learning facilities



Comprehensive take-home materials



Includes a handsomely framed Certificate of Course Completion. This and all SEEC open enrolment programs allow you to:

- Rapidly update your education to an executive level in areas key to your success
- Link theory to practice with a hands-on, action-based learning curriculum
- Enjoy immediate ROI through application of your learning right away
- Share experiences and knowledge with other professionals in limited-size classes
- Leverage the expertise and insight of industry savvy, real-world instructors
- Network among graduating colleagues to develop lasting business friendships

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