



AN INTRODUCTION TO **Social Media Marketing**

Are your partners struggling to embrace social media?

End-user decision making has changed. Long before talking to your partners, prospective IT decision makers and influencers are going online to compare solutions and to gather peer recommendations through social media.

As such, supporting partners with outbound marketing tactics such as email, direct mail and telemarketing alone is becoming less and less effective when used in isolation. To maximise your channel returns, both inbound and content marketing techniques now need to be combined with more traditional methods for and by your channel partners.

So, to help you educate and enable your channels in social media techniques, we've created a modular range of social media training tools aimed specifically at channel partners that you can deliver as your own.

About the training modules.

For ease-of-use we have designed the training tools to be modular, helping you to provide your partners with relevant content based on their individual needs. The toolkit is split into six introductory modules to get started. These are specially designed for partners with little or no social media experience, guiding them through an easy-to-follow process.

Delivery methods.

The training program is available in simple to follow delivery methods: pdf and PowerPoint complete with voice over (where required), ALL of which can be branded as your own material and localised.

What's included?

- [Module 1](#) – What is Social Media Marketing and why should you do it?
- [Module 2](#) – Which social networks are available?
- [Module 3](#) – How does Social Media Marketing relate to sales?
- [Module 4](#) – How to set up Social Media Accounts to Maximise Engagement
- [Module 5](#) – The basics of building an Online Audience
- [Module 6](#) – Introduction to social media add-on tools

How to use these training modules?

Using social media experts, combined with our in-depth knowledge of channel dynamics and end-user decision making, we've created this training program so you don't have to. You can use the content in any way you like, either branded as your own or as ours, acting as independent social media consultants on your behalf. There are many ways you can leverage these tools to your own advantage, for example:

- Charge your partners for the training from their marketing development funds.
- Incentivise your partners to take the training in the form of a social media certification if they take all modules.
- Integrate this training with content provision to ensure they make the best on-going use of the training.

Why use these training modules?

By integrating these tools into your partner resources you will:

- Add value to your channel partner relations and enhance the effectiveness of your indirect marketing.
- Differentiate your partner offerings and engender partner loyalty.
- Enable your partners to establish and build a strategic online presence.
- Help your partners to build a stronger business pipeline.

If your partners are
struggling to embrace
social media, give them
a helping hand with our
Social Media Marketing
Training Program.

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