

Social Media Training Guide

Choosing a Social Media Training Service Provider

This document is provided as a tool to assist businesses that are in the process of **selecting a consultant to provide social media training** such as how to effectively use LinkedIn for business and Facebook marketing.

have written this guide after hearing many stories of businesses that have been burnt in the past by inexperienced, expensive or inefficient operations. We hope that it helps you make an informed, low-risk decision.



Typical scenarios include;

- Saving \$1,000 on a LinkedIn trainer who is literally teaching the team how to navigate the platform without any proven methodology
- Invest in a trainer that doesn't have any training or hands-on experience in Search Engine Optimisation and website conversion methodology
- Invest in a trainer that isn't also a sales trainer, social selling is 80% psychology and if done incorrectly means the difference between the majority and the industry leaders
- Choose to do training directly with LinkedIn, which creates a conflict of interest due to the outcome being geared towards a product eg. Sales Navigator

We encourage you to take on board the advice that follows by asking your potential new supplier a selection of the following questions to test their abilities.

How many lead generation campaigns do you manage?

A consultant or agency that is managing multiple campaigns is more likely to have a good idea what will work in your industry. Companies that just dabble in LinkedIn lead generation they're unlikely to be measuring the right things and optimizing conversion rates.

Are you a certified digital marketing trainer?

Professional qualification status means that one of the individuals within the business is qualified to facilitate digital marketing training.



What LinkedIn account do you use?

An experienced LinkedIn marketer will have tried and tested Sales Navigator, Recruiter and Business Plus.

How much do you spend on social media advertising?

A consultant should be practicing what they preach and investing in digital marketing, if they can get return on investment working for you they should have it working for their own business,.

Can you please provide examples of clients in my industry you've trained?

A consultant with experience in your industry will be able to tailor the content to your business and speak in your language.

What return on investment can I expect?

This is an important question to have an answer to because it sets the right expectation and can guide which paid or organic marketing strategies you'll utilize during the early stages of a campaign. Is it critical you need to see an ROI from your training budget in the short term and your consultant should be able to forecast you results based on numbers of attendees, conversion rates and how much time you're investing post-training.

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Can you provide 3 references from previous clients?

In order to get a first-hand view of their impact, ask to speak to their previous clients. A consultant that delivers results should have no issue providing 3-4 impressive references to prospective clients.

What's your availability like?

The best trainers are in high demand, if they're too available it probably means they are not facilitating many training sessions and won't have the same experience as someone who is training multiple groups each week.

Do you work with Registered Training Organisations (RTO's)

A consultant that has created and delivered training for a Registered Training Organisation has more credibility than someone that has made up their own course with no certification.

What are they key learning outcomes of the training?

A consultant with learning outcomes inline with your objectives is more likely to deliver relevant content, this should normally be scoped out in the briefing process?



Who are some of the clients you've worked with?

A LinkedIn trainer that has worked with multi-nationals and spoke overseas is more likely to be at the cutting edge of an industry and in high demand than someone who works exclusively with small businesses.

What do you offer in the way of post-training support?

Training companies that continue their support after training while everything is being implemented will ensure that your outcome is achieved and not left to the devices of the team. Checklists and post-training reviews are crucial in adult learning especially in an industry which is constantly changing.

"Nathanial Bibby is a brilliant social media expert, and can help you get to #1 on LinkedIn searches for your desired keywords. I will certainly be recommending Nathanial's course moving forward."



Florence Aimonetti, Branding Specialist

"Nathanial sharing his knowledge on LinkedIn and Online Marketing was extremely helpful and I'd highly recommend his course."



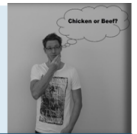
Ryan Marks, Telecommunications

"Nathanial's approach to business and training is all about giving value. I will certainly be recommending the LinkedIn training for HR professionals and business people in general, as well as Nathanial for his online marketing expertise!"



Grace Bovalina, Human Resources Manager at Eleuthera Group

"Nathanial showed me a whole new way of looking at it in terms of networking and lead generation. I had 3 enquiries about possible work within a week of completing the course so clearly it works! Couldn't recommend it more for those looking to take advantage of the ever-growing online market."



"When it comes to using LinkedIn to get more customers, Nathanial is the expert in Australia. In the finance industry, traditional marketing methods are expensive and largely ineffective. The LinkedIn course showed me how I can get in touch with potential clients that fit my ideal profile in a matter of minutes and the best way to contact them. "



Louis Detata, Investment Adviser | Financial Adviser | Portfolio Manager

"Nathanial recently delivered a session on LinkedIn strategies for business professionals and how to use this powerful medium to generate leads. The class was energetic, engaging and inspiring. I left the class with a strong understanding of how LinkedIn could be used to assist my business and the important role it plays in my overall marketing strategy. "



Nick Murfett, Professional Coach and Mentor

"The LinkedIn Fundamentals course was exactly what we needed to gain the knowledge required to easily engage with our target audience without spending thousands of dollars on marketing. In 3 hours we learnt how to optimize our profile and lead generation skills that will benefit us for many years to come. If you're looking to grow your business, I strongly recommend Nathanial's LinkedIn Training."



Stephen Golding, Business Manager at College For Adult Learning

"Nathanial assisted me with his LinkedIn training. Not only did the training help me review my profile for my personal brand, but also how to utilise LinkedIn for generating leads for my business. He adapted and personalised his training program to give me the maximum results I was looking for. I highly recommend Nathanial for this training."



Matt Phipps, Director - RealtyWeber