

Program Title

“Digital Marketing and Social Media Exploration 101”

2 CEU’s

AAMI Continuing Education

COURSE INTRO: Marketing has been reshaped over the past few years and will only continue to do so. With the rapid growth of social media and changes in the funeral marketplace, many funeral professionals may lack the understanding of this evolving tech media and find themselves at disadvantage; through losing consumer awareness, and the real risk of losing future business. Utilizing an effective program, and insuring it remains effective, can only enhance the relationship between the funeral provider and the consumer.

OBJECTIVE: The purpose of this educational seminar is designed for funeral professionals who wants to broaden their understanding of how to create a successful and informational social media website, create a following and market it to a current and future client base while developing consumer awareness. The program will help answer the number of questions that arise when it comes to social media/web design/marketing/utilizing Apps. Where do I start with so many types of social media out there today? Should I use my limited financial resources on something I have little experience in? Who should I hire to develop this new venture?

Course Outline

Overall Info Section “Flow of the course”

I) Introduction

1. Speaker and Topic
2. Course Overview “Quick look at outline handout

Overall Info Section: “Social media creation/marketing”

III) Social Media Old and New

1. A look at different social media sites old and upcoming.
2. Where is social media going with old and new design?
3. A look into online blogging

Overall Info Section: “Marketing”

IV) How to market?

1. What sites to blog post reviews on?
2. Develop new partnerships and create a followership.
3. Paid advertisement?
4. Create a revenue flow to earn money while you advertise.

Overall Info Section “Websites and Search Engine development”

- V) How do you get to be number one on a search engine?**
1. Increase the google presence with keywords.
 2. Look outside the standard search engine.
 3. Finding a good partnership.

Overall Info Section “Understand the marketing. What and Where do start what do I build?”

- VI) A look website that help you build your ideas with low cost.**
1. Opening a series of social media accounts
 2. Wix and Builder and Google sites.
 3. App Design such as Shoutme and Ibuild.

Overall Info Section: “Closing”

- VII) Open discussion**
- 1) Questions
 - 2) Conclusion