

Social media for brands: what should I be doing?

30/10/17: Room JSC 1.02, Julian Study Centre, University of East Anglia, Norwich, NR4 7TJ

This is the first of a series of events being held during this academic year at the University of East Anglia, Norwich by the **CIM/Norwich Business School Marketing Club**.

In this workshop, you'll learn how to make your social media marketing more effective and take it to the next level. You'll learn about social media goals and objectives, how to deliver them and how to wrap it all up in facts and figures to judge whether it's working or not. You'll find out how to do this for the day-to-day activity, running a brand account and for specific brand campaigns

Agenda

18:00 Registration and refreshments

18:30 Social media for brands workshop

20:00 Buffet and networking

20:30 Finish

Speaker



Ashley Spooner. Ashley is the Managing Director of Knife Box Digital Ltd, an agency based in Norwich and Farringdon; part of the Digital Innovation Group (DIG).

Ashley specialises in online marketing, social media, website design, UX, SEO, PPC, online PR, buzz monitoring and email. Basically, anything online plus quite a bit offline like DM, sponsorship, radio, outbound telemarketing and inbound telemarketing and the general integration with online.

Ashley has worked both client and agency side, from big global banks to small local charities, B2C and B2B.