



SOCIAL MEDIA TRAINING DAY (GROUP SESSION)

COST: £1000 + TRAVEL EXPENSES

Star Pubs have partnered with Inapub, the pub trade's leading provider of websites and social media training to help our pubs perform better and reach more customers. Inapub's trainers are all digital marketing experts and ex operators with experience of improving a pub's performance through social media.

Please see below further details of the social media training agenda available to all licensees which can be tailored to suit beginner, intermediate or advanced levels of understanding:

- The Perfect 10: What does good look like?
- Social Auditing: understanding where consumers can find you online
- Build your Strategy: planning & timing
- Think Outside the Facebook Box: which other platforms are valuable to you?
- Delegation: its value and its risks
- Insights: Understanding the Graphs
- The Online Tools You're Not Using
- Stop Selling. Start Trending: how to increase engagement
- Be Proactive: how to find new customers using social media

Note: Venue (with strong wifi connection) to be supplied. Group size should be no more than 20.

How to Order

E-mail Starpubs@inapub.co.uk to confirm the following information:

- Pub Name and full address
- Package Required
- Preferred training date

Level of course required e.g Intermediate