

successful Soundbites and Perfect Posts

Mastering Brevity in Business Communications

Most people don't have the patience to endure the 5-second ad IMPOSED on them before they watch a YouTube video...so how are businesses supposed to capture the imagination of their stakeholders and increase shareholder value?

They must accomplish this - in 140 characters or less - over time.

If our attention spans are that of a goldfish*, social media outreach must be more than catch eyes - it must touch hearts.

What is the SOUL side of your business? How can you touch your audience's hearts in under 5 seconds or 140 characters?

But putting people first - always, every time. Social media is personal and to be effective, businesses must show their PERSONALITIES to connect.

Even though the media landscape has changed, the basic human instinct of (WIIFM) What's In It For Me, remains...we just have to do the explaining, and hooking, more quickly.

Alicomm's HALF DAY, "Successful Soundbites and Perfect Posts: Mastering Brevity in Business Communications" training will teach business contributors:

- how to pitch content to customers through social media
- how to pique interest in company activities with video snippets
- how to increase clickthrough rate (CTR) by enticing customers to want more information
- how to use buzz words with measurable impact
- how to maximize SEO with tweets and posts
- how to use mobile phones and iPads on the spot for content marketing (at trade shows, business fairs, conventions, etc).
- how to utilize hashtags in blog posts.

Class size: 10-20 participants

*according to a 2015 Microsoft Study