



tod maffin

Making the Digital World Human Again

ON-SITE WORKSHOP:

Creating Contagious Fan Engagement Using Social Media

All the best practices, guidebooks, and webinars in the world can't hold a match to the simple effectiveness of having your team trained in-person and on-site. It's especially true when the topic is digital marketing — something many find hard to wrap their heads around. Tod Maffin's **Creating Contagious Fan Engagement Using Social Media Marketing** workshop can help.

Topics Covered

While the workshop can be completely customized to your specific needs, most clients opt for the following curriculum:

- What Your Competitors Are Doing in Social Media Today
- Understanding “the Social Swarm”
- Marketing Beyond Segmentation
- Protecting and Moderating Your Social Media Channels
- Creating Contagious Engagement That Drives Action
- How to Respond to Negative Posts
- Consumer Review Sites
- Content Worksheet Planning

What It Includes

Tod's training sessions are actually fun! He'll work with you to learn exactly what your team needs to know, then present an interactive, information-packed session.

- half- or full-day workshop — completely customized to your specific business, industry, and competitive landscape
- Full workshop kit, including slides, white papers, and more
- An (optional) email test sent two weeks after to reinforce learning
- Free registration in Tod's 30-day video training follow-up

"Tod Maffin's Social Media Engagement workshop was so much fun — not to mention **helpful, clearly laid out, and targeted to our unique circumstances**. Knowledge, humour, and professional insight made for a workshop that was ultimately exactly what we needed to take our use of social media to the next level. We came away feeling equipped to make confident, smart choices."

— Anna Bonokowski, CBC Radio



"We hired Tod to present his Social Media Engagement workshop on-site to our shopping centre marketing teams. Everyone came away with an enormous volume of actionable strategies and tactics. We are already using some of the strategies and seeing real results from them. The workshop was **fun, very interactive, and I was impressed with how customized the material was** — not just to our industry, but for each centre.

— Belinda Davidson, Ivanhoe Cambridge



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