

**Social media is important for organizations of all shapes and sizes. A well managed digital footprint could change the way your customers perceive your company.**



**Every company has the opportunity to take advantage of social media and engage a wider customer base. Over 80% of businesses engage their audience with at least one social media platform.**

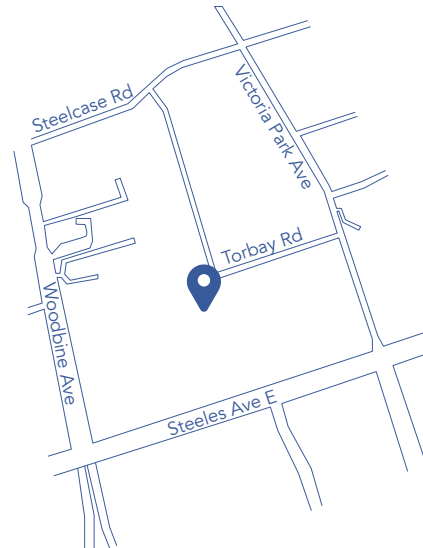


**OneHub offers an impactful training program for your business to market products & services online.**



## OneHub.

A unique innovative center located in Markham designed for SME business owners and entrepreneurs to deepen their understanding of the business world.



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Facebook: @onehubbusiness

# OneHub.

## Social Media For Your Business

# OneHub Training Program for Corporate Social Media Marketing



## 1. SOCIAL MEDIA MARKETING

Introduction to website design

Facebook, Instagram, Google, YouTube, Shopify, company website

LinkedIn and Business Presence

Tiktok and the future of Digital Social



## 2. SEARCH ENGINE OPTIMIZATION



Fundamentals

Types of SEO

Possibilities

Limitations

## 3. SELLING WITH DIGITAL SOCIAL

Organic content

Sponsored content

Digital Sales funnel

Integrating CRM

Data & Success

Managing Feedback



## 4. MAKING IT ALL WORK

Audience

Brand

Content

Strategy

Corporate Responsibility

Closure

