

## ONLINE MASTERCLASS



**JBS**  
JOHANNESBURG  
BUSINESS SCHOOL

# Social media marketing for SMEs

## ABOUT THIS MASTERCLASS:

Social media marketing is the most exciting space to be in right now. Traditional mass media used to be the gatekeeper of information just over two decades ago. Today, social media enables consumers to connect and share information in previously unimaginable ways. With the right skill and knowledge, social media marketing is a powerful empowerment tool for large and small enterprises alike. Social media marketing is also a sought-after and attractive skill for micro-entrepreneurs, side-hustlers, and giggers to have in their toolkit.

Join the JBS for an exclusive, complimentary masterclass designed for small to medium-sized enterprises (SMEs) on how to use social media to expand a business, leverage online engagement, increase consumer loyalty and transform likes and follows into sales. The webinar will explore a range of topics:

- Multiple content formats for social media
- Content planning and budgeting techniques
- Strategies for turning followers and likes into sales
- Integration, optimisation, and automation of social media platforms for business results



## FACULTY:

**Philasande Sokhela** is a faculty member at the Johannesburg Business School.

He facilitates on innovation in marketing, trends in SMEs and entrepreneurial capacity development. His teaching cuts across a range of complementary disciplines that encompass digital marketing, brand management, entrepreneurship and the business of fashion. Philasande is passionate about developing entrepreneurial talent. His passion has led him to work with over 200 entrepreneurs in numerous township economy revitalisation initiatives in partnership with the Gauteng Department of Economic Development and the Gauteng Enterprise Propeller.

## COURSE DETAILS:

<b>DATE:</b>	14 August 2020
<b>SESSION TIME:</b>	11:00 – 12:30 SAST
<b>VENUE:</b>	Online conferencing. The conference link will be sent upon registration.
<b>FEE:</b>	No charge
<b>ENQUIRIES:</b>	<a href="mailto:execed@jbs.ac.za">execed@jbs.ac.za</a>
<b>REGISTER HERE:</b>	<a href="https://bit.ly/30oMpZy">https://bit.ly/30oMpZy</a>

**REGISTER HERE**

