

Digital & Social Selling Certified Associate Training Program

Course Agenda

Lesson 0 - Introduction to Digital and Social Selling

Course Introduction

Lesson 1 - Attract your customers

What is Digital Selling?

What Makes a Successful Digital Business

The Difference between Digital Selling and Social Selling

The Importance of Digital Sales Tools

Importance of Developing a Strong Social Media Profile

Advantages of Building a Personal Brand

Building a Strong Personal Brand

Enhancing Social Credibility

Managing Your Social Platforms Part 1

Managing Your Social Platforms Part 2

Managing Your Social Platforms Part 3

Managing Your Social Platforms Part 4

Lesson 2 - Connect with your customers

Defining the Buyer Journey

Introduction to Digital Buyer Profiles

Honing Your Target Buyer Personas

The Value of Sales Intelligence

Sales Intelligence Tools and How to Use Them

Researching Market Trends

CRM and Marketing Automation and Their Value in Digital Selling

The Importance of A Digital Sales Hub

Measuring Buyer Engagement

Introduction to Digital Selling Tools
Converting Prospects into Customers

Lesson 3 - Engage with your customers

Creating Persona-specific Content and Delivering It
Establishing Thought Leadership
Setting Up Your Content Creation Calendar
Creating a Multi-channel Campaign
Essential Content Management Tools

Lesson 4 - Convert and Grow your customers

Optimizing Your Campaign Calendar
Tailoring Your Message to Suit the Buyer Persona
How to Engage with Buyer Personas to Drive Sales
Managing Your Digital Sales Campaigns
Importance of Developing Customer Relationships
Using Digital Selling to Aid Customer Expansion
Handling Negative Customer Experiences
The Future of Social and Digital Selling
Cloud Computing - Jobs and Salary
Cloud Computing - Learning Path

For information on the course, visit:

<https://www.simplilearn.com/digital-marketing/digital-and-social-selling-training>



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