

Business to Business (B2B) Social Media Marketing

Are you new to Business to Business (B2B) social media marketing?

Learn how the professionals combine social media with the science of marketing to increase awareness, encourage education and drive B2B conversions.

During our business training session, you will explore how to leverage your entire organization through a combination of personal and corporate branding. You will also learn best practices to increase engagement across platforms, while meeting specific compliance parameters.

This training is recommended for professionals in sales, customer service, marketing and corporate leadership.

Course Topics

- Best practices for B2B social media marketing
- Ways to combine social media with the science of marketing
- Leveraging personal and corporate branding
- What you need to know for compliance

Learning Objectives

- Engage in a participative lecture and discussion using practical business and personal examples
- Learn strategies and tactics to increase platform engagement
- Review related social media policy, standards and laws to ensure organizational compliance

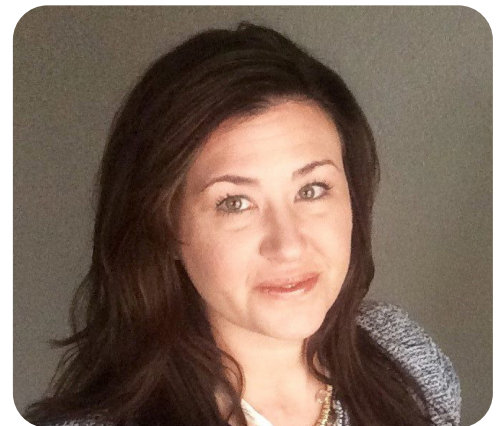
Related Courses

- Advanced Content, UX, Targeting and Analytics for Digital Marketing

 UTSA Main Campus, San Antonio

 8 hours

Instructor



Wendy Gratereaux, MBA

Gratereaux is currently a top-rated global marketing consultant and a full-time digital and social media marketing lecturer at the University of Texas at San Antonio (UTSA), teaching undergraduate and graduate students. She started at UTSA as a teaching and research assistant in 2009 in consumer behavior, market research, advertising, multicultural marketing, international marketing and marketing foundations. Gratereaux also assisted with scientific research studies and contributed to the book *Transcultural Marketing* by Dr. Marye Tharp. Prior to UTSA, Gratereaux was a corporate marketing and business executive for 10 years.