



غرفة التجارة والصناعة والزراعة
Chamber of Commerce Industry
and Agriculture
of Beirut and Mount-Lebanon في بيروت وجبل لبنان

The Lebanese Training Center (LTC) at the **Chamber of Commerce, Industry and Agriculture of Beirut & Mount Lebanon** is pleased to announce the upcoming training:

Social Media Marketing

Learn how to engage your customers through social media

Trainer: Joe Karam – Managing Partner at Xpandable .

Date: February, 18 2017.

Time: 9.00 A.M - 3.00 P.M.

Cost: 220\$ All Tax Included

Outline: Social media trends, implications for marketers, usage, statistics, trends and steps for building a simple social media plan. The four stages of customer engagement, channels to be used for acquiring new customers; influencing influencers; channels to build participation and engagement: blogging, YouTube, Facebook, Twitter, LinkedIn, Instagram.

Learn about tools that measure success and monitor social media indications.

Target audience: For marketers, who need to know more about social media, so they can assess its relevance, plan and implement social media platform. Individuals who have limited experience of social media marketing and are looking to fast-track their knowledge and skills.

- ❖ **The LTC offers a 15% discount for the Chamber members.**
- ❖ **Free access to parking.**
- ❖ **Attendance Certificates signed by the Chamber will be delivered to participants.**

Download Registration Form or Apply online

[Check our payment policy](#)

For more information/registration:

01-353190 Call Center 1314 Ext 15 or email: training@ccib.org.lb or ltc@ccib.org.lb

www.ccib.org.lb

