



Trained by the people that are winning the awards!

Our trainers are running accounts... and they're running them very well!

They're in the platforms daily and have relevant experiences and up-to-date knowledge to share.



This is Dan.

Dan has worked across multiple paid social platforms and heads up the paid social apps project alongside the LinkedIn knowledge-sharing programme internally. He loves sharing his experience and recommendations.

Typical Training Content

A top-level overview of paid social as an effective media strategy to reach users throughout the entire funnel. Break down common misconceptions around paid social; understand the paid social landscape and discover the opportunities for using social to reach millennials.

▲ Paid Social Evolution

- ▲ Understand the paid social landscape and discover the opportunities for using social to reach millennials.

▲ Platforms

- ▲ Identify the available platforms in the social space, and how they can work together to reach your target audience at the right time.

▲ Creative Opportunity

- ▲ Discover and explore the variety of ad formats available on social platforms, the types of messaging they offer, and how they can be used to create an effective and engaging ad campaign.

Our office is 10-minute walk from **London Bridge and Tower Hill**. All training rooms are very well equipped and comfortable.

We will structure the day around you and your team. Most sessions are a full day from **10am and 4pm** with lots of breaks along the way.

Feel at home in our client kitchen area with as much coffee, tea or squash as you fancy. For all-day sessions, **lunch will be provided** along with ample fruit and biscuit snacks.

