



iLEARN PROFESSIONAL SOLUTIONS, INC.

IMPROVE • EXCEL • SUCCEED

QUALITY EFFECTIVE INNOVATIVE SEMINARS PROVIDER

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SOCIAL MEDIA CAMPAIGNS AND BRAND IMAGE

OVERVIEW

A powerful brand has a good reputation. For a brand to be empowered, one must be able to know one's own identity and placement in the market. It shall communicate to the audience what it is and how it will be beneficial to their lives.

OBJECTIVE

To identify the brand personality according to the marketing team and actual brand image according to customers that will help determine the right means of communicating with the external clients.

COURSE OUTLINE

I. Profiling Your Brand Personality

- Knowing how you look
- Setting the language

II. Employees are Brand Ambassadors (Dos and Don'ts)

- Rules on social media use
- Boosting the morale of brand ambassadors

III. Creating Your Digital Communication Plan

- For campaigns and promotions
- For special announcements

IV. Taking Care of Your Brand Reputation Online

- Crisis management and dealing with bashers

V. Social Media as Customer Service Tool

- Beefing up your social media through product information
- Customer support during product or service failure
- Monitoring customer feedback

SEMINAR FEE: Pay in full 5 days before the seminar and avail our early bird rate of **Php 2,700 per head (Regular rate: Php 3,000 per head)** which will comprise meals during the training, handouts and all necessary materials. We are also offering in-house training and seminars depending on the need of the companies.

TERMS ON PAYMENT:

- Pay in full 5 days before the seminar and avail our early bird rate of Php 2,700.00 only.
- Payments on the day of the seminar must be on cash basis only.
- Payments made through Checks can only be made through company checks. Personal checks can be accepted provided that it is an advance payment.
- Walk in participants shall pay the regular rate either through cash or check provided that the check is under a BDO account and payable to iLearn professional Solutions Inc. and that the same was declared good.
- Senior /students and/or person with disability, is given a special privilege of 20% discount provided that payment be made any time before 5 days of the scheduled seminar. On site payment of the students and seniors shall be entitled of 10% discount.
- Upon payment, proof must be forwarded through email or fax to 4842342.
- Proof of payments (original deposit slip) shall be required for presentation on the day of the schedule.

CANCELLATIONS

- Cancellation 5 days before the scheduled seminar: FULL AMOUNT
- Cancellation 3 days before the scheduled seminar: 70% REFUND
- Cancellation at the scheduled seminar: ALL PAYMENTS SHALL BE FORFEITED

For further information, you may visit our website at www.ilearnph.com. You may also directly call us at 09395581888 or 09156406325 or through our office landline number 02-2557593 / 02-4841904 / 3704792. You may also visit our company office at #2563 LemeryStreet, Malate Manila. Or send us an email through admin@ilearnph.com

Allow us to be part of your improvement and success.

Improve, excel and succeed through **i-LEARN PROFESSIONAL SOLUTIONS INC.!!!**