

TopLine Communications Launch B2B Social Media Training Service

Submitted by: TopLine Comms

Monday, 11 February 2013

Top UK B2B Social Media Agency Launches Bespoke Training Service

TopLine Communications (<http://www.toplinecomms.com>), one of the UK's top B2B social media agencies, has introduced a custom social media training service. Designed for employees of B2B organisations, the training will ensure that marketing departments get the most out of their social media campaigns.

Heather Baker, MD of TopLine Communications, explains: "Social media networks are coming close to dominating the marketing landscape, representing a rapid development over just a few years. This means that marketers have had to face a steep learning curve. Targeting businesses and professionals through social networking is more challenging than reaching consumers. While there is still a great deal of opportunity to reach audiences, it can be difficult to know where to start."

TopLine's B2B training sessions include:

- An overview of the social media landscape
- Knowing your markets: an explanation of social media monitoring
- How to create and manage integrated B2B social media campaigns
- A guide to successful B2B blogging
- LinkedIn marketing
- Facebook marketing
- Twitter marketing
- Pinterest marketing
- Video marketing
- Using social media for lead generation

TopLine has an impressive track record of delivering successful social media campaigns for a range of high profile clients, and also runs two leading B2B marketing blogs – The B2B Social Media Guide and The B2B PR Blog.

Heather concludes: "Social networking can be valuable for lead generation, crisis management and profile-raising, and with the right training B2B organisations can make the most of their untapped potential."

Click to find out more about TopLine's B2B Social Media Training (<http://toplinecomms.com/blog/2013/02/new-b2b-social-media-training-service-launched>) or contact sophie@toplinecomms.com.

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