

Building Your Brand: Marketing and Social Media

Recorded: Monday 18 June, 2018

Learning Objectives

- Understand how to craft a compelling social media and marketing strategy.
- Understand the need for data and tracking marketing impact.
- Identify new and useful platforms that can assist businesses in marketing.

In order to record the number of formal CPD points specified on this certificate, please complete the assessment below:

What are the core components of a successful social media and marketing strategy?

What is the most useful data to collect?

How does this data inform future marketing decisions?

What are some new platforms in the marketing space? How applicable to your practice are they?

What are 3 pieces of advice, key insights or tools that you will take away from today's session?

Building Your Brand -Marketing and Social Media-

This is to certify that

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Name

has participated in the Queensland Chapter CPD webinar
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AACA Competency Standards
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Undertaken between
April 2019 – March 2020

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