



HATCH:SOCIAL

Sharpen your skills in Social Marketing

Thanks for your interest in our upcoming Hatch:Social course. Here we provide an overview of the course curriculum, format and how to book a place.

LIKES, FOLLOWS, PINS, SNAPS AND VIEWS

The past few years has seen an explosion in the number of social channels available to advertisers. As recently as 2012, Facebook and YouTube were the only networks offering significant volume; since then we have seen the emergence of Twitter, Pinterest, Snapchat and Instagram. We examine what each of these properties offers to the sophisticated performance advertiser and equip you with ideas, plans and techniques you can use as soon as you get back to the office.



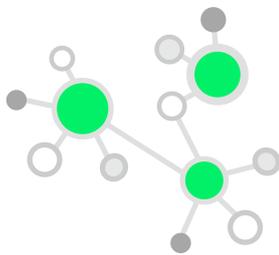
JOIN OUR CLIENTS

4 KEY AREAS YOU LEARN ABOUT ON HATCH:SOCIAL

1

Ad Formats

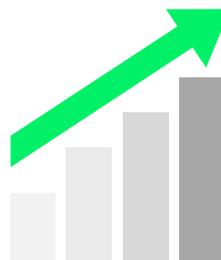


2

Targeting

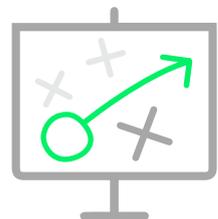
3

Tracking & Reporting



4

Building a Social Plan



CLIENT TESTIMONIALS



**James Fitzsimmons,
Shop Direct:**

"Great insight and unbiased advice on best practice with thought-provoking, interactive exercises and a very engaging trainer!"



**Gill McHattie,
Barclays:**

"Another great course. Good schedule, course, trainers and in-depth exercises. I am definitely a strong advocate of Hatch training."



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COURSE TUTOR & DESIGNER



Tom Kay

Tom has over 10 years experience in online marketing for both startup & established companies. Most recently he spent 3 years at Made.com leading online acquisition for the UK market. Here he was responsible for scaling paid social from the ground up, including being the first advertiser in the UK to run Pinterest ads.

COURSE FORMAT

2- day course limited to 12 people to keep it engaging and offer 1:1 time with the tutors

BOOK NOW

For pricing and more information, please get in touch:

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Detailed Agenda: Day 1

- **Overview of Networks:** size and growth of different platforms, demographics, models, pros & cons
- **Twitter and Pinterest:** ad formats, targeting, tracking & reporting, unique properties, building example campaigns
- **How to Build an Integrated Social Plan:** case studies and walkthroughs
- **Build Your Social Strategy:** pair work to build your proposals which you will pitch on Day 2

Detailed Agenda: Day 2

- **Day 1 Recap:** plus time to finish your Twitter and Pinterest plans
- **Youtube, Snapchat, Facebook and Instagram:** ad formats, targeting, tracking & reporting, unique properties, building example campaigns
- **Build Your Social Strategy:** continue to build out your integrated social plans
- **Pitching for Social Domination:** present your proposals to the board and see if you can secure some budget!

OUR APPROACH

At Hatch, we put all our effort into developing the most advanced and in-depth channel specific workshops possible. Emphasis is put on learning by doing; to that end we aspire to have no Powerpoint and instead develop a range of interactive and engaging tasks to provide an active learning experience. Our tutors are genuine experts; they spend all day every day obsessing over the finer points of their specific channel and thereby help our students stay ahead of the curve.

