CASE STUDY: Social Networking for Business

Luke Waterhouse, Chelmsford

BACKGROUND

I run my own online business as a specialist luxury product customiser, and as such spend my days between customising products and advertising my business using social media networking. I have always enjoyed my job and the variety that it brings, but have found that as social media networking is where I generate most of my business, I did not have enough knowledge, skills or qualifications in this.

I received a call regarding a short course in Social Networking for Business in the area, which I signed up for, and on my first day my tutor immediately made me feel welcomed. The course days were well planned and although I had homework, my tutor was contactable via email and the telephone whenever I needed to talk to her in between classes. She guided me through my course and nothing was too much trouble, and I have to say I learnt a lot, especially about SEO, the importance of monitoring analytics and how to use KPI's to support growth.

My tutor's knowledge of the industry was brilliant and the whole experience was very enjoyable. I would recommend the course to anyone who wants to gain their qualification in Social Networking for Business.

A DAY IN THE LIFE OF…

The course meant I had to work at it, but my tutor was brilliant, I got all the support I needed and nothing was too much trouble.

I primarily work alone and my day starts with undertaking the customising of products for customers, balanced with dealing with the customers to promote sales and social media marketing. I find that having gained my social networking qualification, I am qualified to actively use my new knowledge and skills to promote my business effectively online, through engaging content use, growing my online community, monitoring the activity to help generate new leads, and provide excellent customer service to grow my business further. The changes in the industry have meant I need to keep on top of this regularly so I am always looking at industry updates to support me in making the most of my social networking activities carried out.

"This course gives me the edge over those with limited social media networking skills, and means I could success against my competitors"

"To be able to prove to customers and employers that I am qualified and good at my job."