

BRAND HUB COMMUNITY WORKSHOPS

SOCIAL MEDIA STRATEGY SERIES



PRESENTER:

Marisa Peacock

Lecturer, Department of Advertising & Chief Marketing Strategist, Strategic Peacock

Session 1: Audience Analysis: People, Power, & Influence

Learn how to conduct a demographic audience analysis using research and user analytics, how to relate communication messages to your targeted audience's values, needs, and interest, and how to unlock the power of influence within your audience.

Thursday, October 28, 9-10am, CDT

Lodgic Everyday Community or Zoom

1807 S Neil Street, Champaign, IL 61820

Register: <https://forms.illinois.edu/sec/211201019>

Session 2: Leverage Your Online Community: How to Manage, Monitor & Measure Your Brand Online

Learn more about how to effectively manage an online community to increase interactions, brand loyalty and exclusive brand experiences, and how to measure the success of your community management experience.

Thursday, November 18, 9am to 10am, CDT

Lodgic Everyday Community and over Zoom

1807 S Neil Street, Champaign, IL 61820

Register: <https://forms.illinois.edu/sec/504170318>

**Links provided upon registration

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