



Ramp up your Social Media or Content Marketing skills in 2 learning-rich days

Want to polish your current abilities, or soak up a whole new skill-set, but prefer face-to-face learning over an online course? Even though we're a leader in online learning, we appreciate that some people prefer to get expert knowledge first-hand. That's why we've introduced 2 incredible MasterClasses in [Social Media Marketing](#) and [Content Marketing](#) that will give delegates the opportunity to master a marketing specialisation in 2 comprehensive, carefully curated days.

The Masterclasses, in Cape Town and Johannesburg, will be interactive and highly practical; comprising 70% theory and 30% tasks and activities, allowing you to immediately apply what you learn into practice. Ideal for those who prefer the classic workshop-style learning approach where you can ask questions if there's something you don't understand or need something explained or simply share an insight.

Both will be led by Red & Yellow's Su Little, who comes with over 15 years of experience in a digital agency, corporate social media, CRM, strategy, e-commerce, experiential events and brand management. Get expert insights and guidance from the first South African to be recognised on the global list of Corporate Social Strategists (amongst other awards) Master the fundamentals, and the essential tools and techniques you need to plan, formulate, implement and measure a winning social media marketing or content marketing strategy. Delegates leave with not only a new set of specialist skills but also a useful pack of templates and methodologies that make it super-easy to instantly implement what they've learnt the very next day.

This is a brilliant opportunity to grow your career with 2 intensive days of learning from an industry leader and walk away with an industry-respected Red & Yellow Certificate.

Details applicable to both:

- **Venue:**
 - Johannesburg: Workshop17, 138 West Street, 2196 Sandown, Gauteng
 - Cape Town: Red & Yellow campus, 2nd Floor, 97 Durham Avenue, Salt River
- **Duration:** 2 days | 9am - 5pm (with breakfast, lunch and tea breaks in between)

Social Media Marketing MasterClass

- **Dates:**
 - Johannesburg: 25-26 September 2019
 - Cape Town: 1 - 2 October 2019
- **Introductory offer:** The first 20 delegates to sign up for Cape Town and Joburg respectively get the added benefit of an introductory offer of R4,750 cost for the Masterclass. Normally valued at R7,500!!

Content Marketing Masterclass

- **Dates:**
 - Johannesburg: 22 - 23 October 2019
 - Cape Town: 29 - 30 October 2019
- **Introductory offer:** The first 20 delegates to sign up for Cape Town and Joburg respectively get the added benefit of an introductory offer of R4,750 cost for the Masterclass. Normally valued at R7,500!!

Special offer to IAB members!

IAB members will get a R500 voucher towards our [Social Media Marketing](#) or [Digital Content and Copywriting](#) online course.

If you have any queries or would like to get in touch with us, please send an email to bjorn.beukes@redandyellow.co.za or call 0872 273 283.

www.redandyellow.co.za

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