

PROGRAM OUTCOMES

SOCIAL MEDIA INTENSIVE PROGRAM

As part of the 'Focus' series of programs, this program consists of 1 month of intensive learning, meaning 4 hours of online learning each week plus 2 workshops where your new skills are applied immediately to your business. The below objectives are for weeks 1 & 2.

1

SOCIAL MEDIA MARKETING

Setting a strong foundation for marketing on social media by defining the “who”, “what”, “where”, “why” and “how” of your social media marketing strategy.

- Defining your target audience - Create multiple client avatars and develop an understanding of their target audience’s needs, wants and motivations to create a customer centric social media marketing strategy
- Social Branding - Outline your social brand by dissecting their business’s mission and values, personality and tone.
- Social Platforms 101 - Build a firm understanding of the social platforms that will work best for their business and the ins and outs of them.

2

ORGANIC MARKETING

Crafting your social identity organically through compelling social media content by incorporating your brand story, visual identity and tone.

- Learn how to create compelling content that communicates the desired message in a way that resonates with its audience through copywriting and visuals
- Understand how to craft your message through the 12 Storytelling Structures
- Understand how to boost organic views on social content through: call-to-actions, contests, hashtags, influencers, tags, trends, groups

WORKSHOP 1 - SOCIAL MEDIA COMMUNICATION

Applying principles and practices learned from the first two Courses to create and share a message on social media so participants can learn first-hand the work and expectations involved.

- Creating a compelling piece of social media content from start to finish
- Sharing one message in different ways depending on the social media platform to utilize the platforms functionality

PROGRAM OUTCOMES

SEO & SEM INTENSIVE PROGRAM

As part of the 'Focus' series of programs, this program consists of 1 month of intensive learning, meaning 4 hours of online learning each week plus 2 workshops where your new skills are applied immediately to your business. The below objectives are for weeks 3 & 4.

3

PAID SOCIAL MARKETING

Learn how to design a strong multi-platform marketing campaign with a specific purpose and the ability to measure results and adjust quickly.

- Become familiar with the different ad managers of different social media platforms
- Learn the process & best practices of setting-up ad accounts on various social platforms
- Understand best practices of designing and testing paid ads
- Learn how to review ad performance analytics and when and how to make adjustments moving forward

4

SOCIAL MEDIA PLANNING & KPI'S

Planning a full social media campaign including what goals you want to accomplish, choosing the strategy and finally how to measure your results and ROI.

- Set goals for social media and create and track KPI's
- Understand how to budget for social media ads and plan campaigns
- Schedule social media ads
- Analyze social media ad results and determine the ROI

SETTING UP SOCIAL ADS

Applying principles and practices learned from the last two Courses to create an ad from start to finish so participants can learn first-hand the work and expectations involved.

- Creating an ad from start to finish and then implementing that ad on the platform(s) of the participants choice