

SOCIAL MEDIA

INTENSIVE
PROGRAM



OVERVIEW

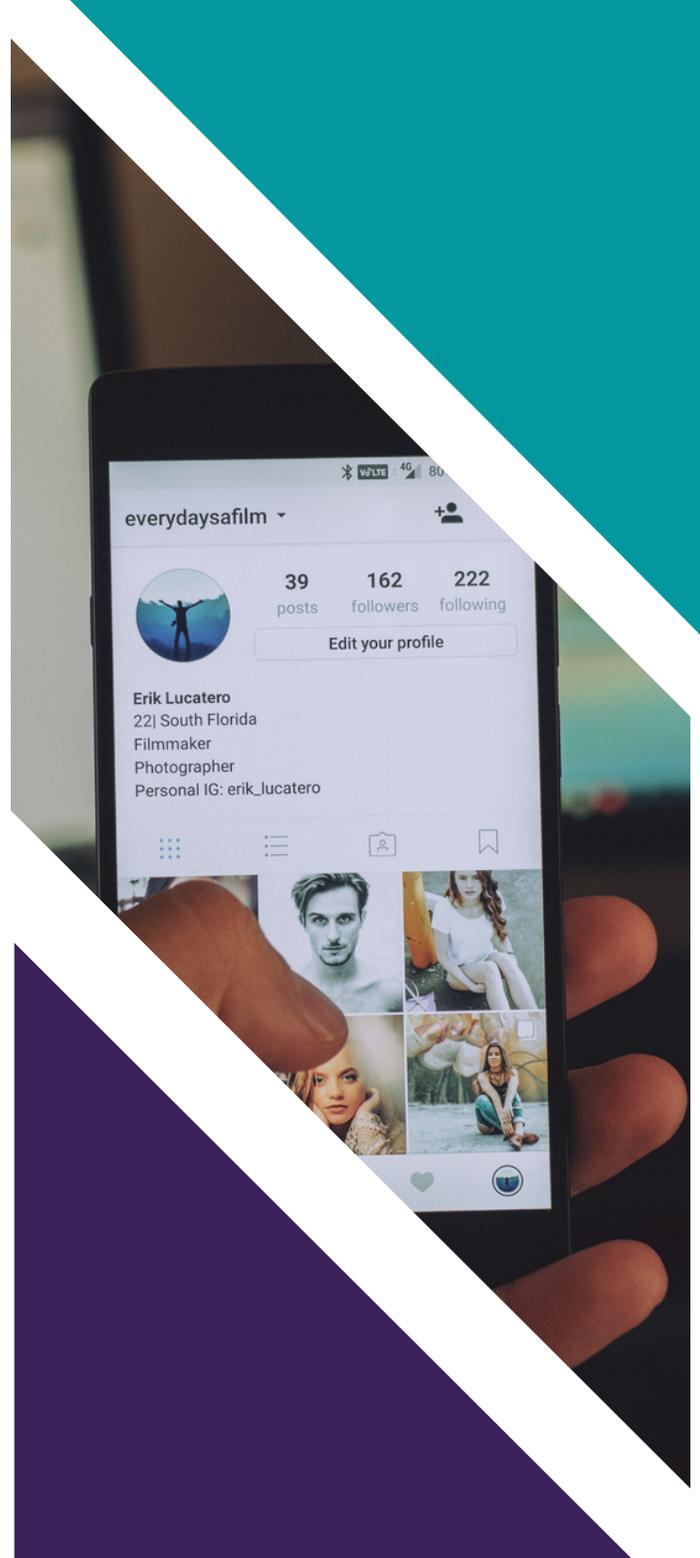
Social media proves to be a powerful tool when it comes to growing your small business. Besides brand awareness, social media can help you meet several business goals including increasing sales, expanding market reach, launching new products, as well as improving customer experience and retention.

The problem is that social media can be difficult to understand and manage. With multiple platforms that all have changing trends and algorithms, how can a busy business owner keep up?

This program helps you determine which social media platforms you should be marketing your business on and provides a simple, in depth understanding of how to market your business successfully on Facebook, LinkedIn, Instagram, Twitter, Tik Tok, Snap Chat & Pinterest.

COURSE STRUCTURE

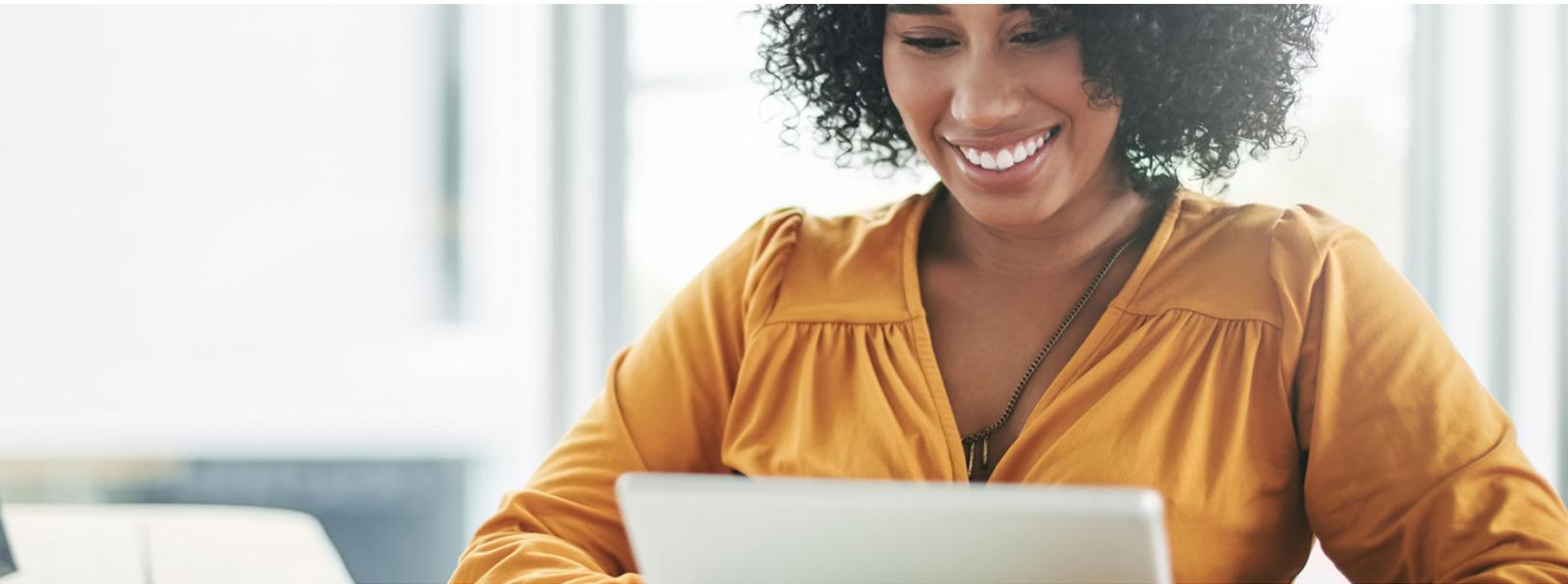
Participants will receive instruction through online group zoom classes. They will also have access to all course tools and content including recordings of classes on an e-learning hub, allowing them to review anything they missed at their own convenience. Participants can also become part of our Facebook group community, giving them an open forum to ask questions to instructors and other business owners.



COURSE HOURS

- Weekly 4 hr group zoom sessions for 4 consecutive weeks
- 2 Workshop sessions of 2 1/2 hours

21 hrs of total instruction time over 1 month.



WHO IS THIS PROGRAM FOR?

BUSINESS OWNERS & MANAGERS

For small businesses specifically, SEO & SEM can be powerful tools to increase the traffic to your website. Many agencies and so called SEO experts will accept your money but do very little to get your business noticed. Whether you plan to manage it yourself or hire a third party, you as the business owner need to understand SEO enough to ask good questions and evaluate results for yourself.

MARKETING PROFESSIONALS

Most modern marketing professionals are expected to have skills in data analytics, writing for SEO, Google advertising, creating optimized web content, link building, competitor analysis, site optimization and keyword research. This program will help you build these skills and more to ensure that you are a valuable commodity for your business.

ABOUT BUSINESS WISE COACHING

Simple, Practical & Relevant

We are committed to providing your business with every possible advantage to thrive in Saskatchewan and beyond! Our excellent team provides your business with the experience and expertise you need, available at your fingertips. With many options - from individual courses to full certificate programs, and from one on one coaching to mastermind groups we've got you covered.

We exist to jumpstart million dollar businesses.



Program Instructor

Sarah March
Grey Dove Design House

Founded by Sarah March, Grey Dove Design House grew organically into a well-respected name across all of Saskatchewan. Fueled by passion and a love for marketing and social media, Sarah has 9 years experience managing social media accounts for local small & medium sized businesses. She has worked with 25 businesses, 72 social media accounts, 9 social media platforms and has created 3 workshops during the course of her career.

Sarah sees social media through a marketing lens and has a seasoned perspective on the fundamentals of succeeding at social media for business. Sarah is excited to steer business owners in the right direction when managing their social media accounts and share the useful information and knowledge she has picked up along the way.

THE LEARNING JOURNEY

Social media has undergone a lot of changes over the past 10 years. To keep up with all the changes and trends, you need to be continually learning and on the lookout for the next big development. Throughout this program we will help you update your accounts and skills, and understanding of social media to increase your business profits.

PROGRAM UNITS

- Social Media Marketing
- Organic Marketing
- Social Media Communication
- Paid Social Marketing
- Social Media Planning & KPI's
- Setting Up Social Ads

KEY TAKEAWAYS

Key areas of focus within the program include:

- Defining your target audience and getting clear on your social “brand”
- Understanding audiences, algorithms and trends of prominent social media platforms including Facebook, Instagram, LinkedIn, Twitter, TikTok, Snap, Pinterest.
- Creating compelling written and visual content for social media
- Learning how to boost organic views using CTA's, Contests, Hashtags, Influencers, Tags, Trends, Groups
- Navigating ad managers & ad accounts on Facebook, Instagram, LinkedIn, Twitter, TikTok, Snap, Pinterest.
- Designing and testing paid ads and understanding ad performance analytics and pivoting
- Social media planning including Goal Setting & Key Performance Indicators (KPI's) , Budgeting & Campaign Planning, Scheduling Ads, Analyzing results and calculating Return on Investment (ROI)
- Creating an ad from start to finish and then implementing that ad on the platform(s) of the participants choice

LEARNING EXPERIENCE

SEE

Learners are introduced to content through stories, expertise, and humor.

SHARE

Knowledge is constructed by sharing and discussing with instructors, peers, and your target audience.

REFLECT

Learners are given the opportunity to reflect, relate, and write down key takeaways and action items each course.

TRY

Capstone activities connect key takeaways with business and action immediately to solidify new practices.

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

PROGRAM CREDENTIAL

Upon the successful completion of the program, participants will receive a certificate of completion. This program is not graded as the purpose is for participants to gain the skills and knowledge they need to be successful in their business or career.

TRAINING COSTS

Social Media Intensive Program

1 Months, 21 Hrs Total Instructional Time

\$ 500 Materials

\$ 4,500 Tuition

\$ 5,000

Above prices are for each registered participant. Each business is encouraged to send 1 business owner or manager to audit the program alongside their registered participant to ensure the successful integration of tools and strategies into the business.

Visit bwise.ca/calendar for upcoming program start dates.

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