



# Social Media Marketing

Program Outline

# Overview

Social media is a powerful tool to help you connect with your ideal audience and showcase your brand. It can help you meet several business goals including increasing sales, expanding market reach, launching new products, and improving customer experience and retention.

Social media can be complex to understand and manage. With multiple platforms that all have changing trends and algorithms, keeping up can be a time consuming task!

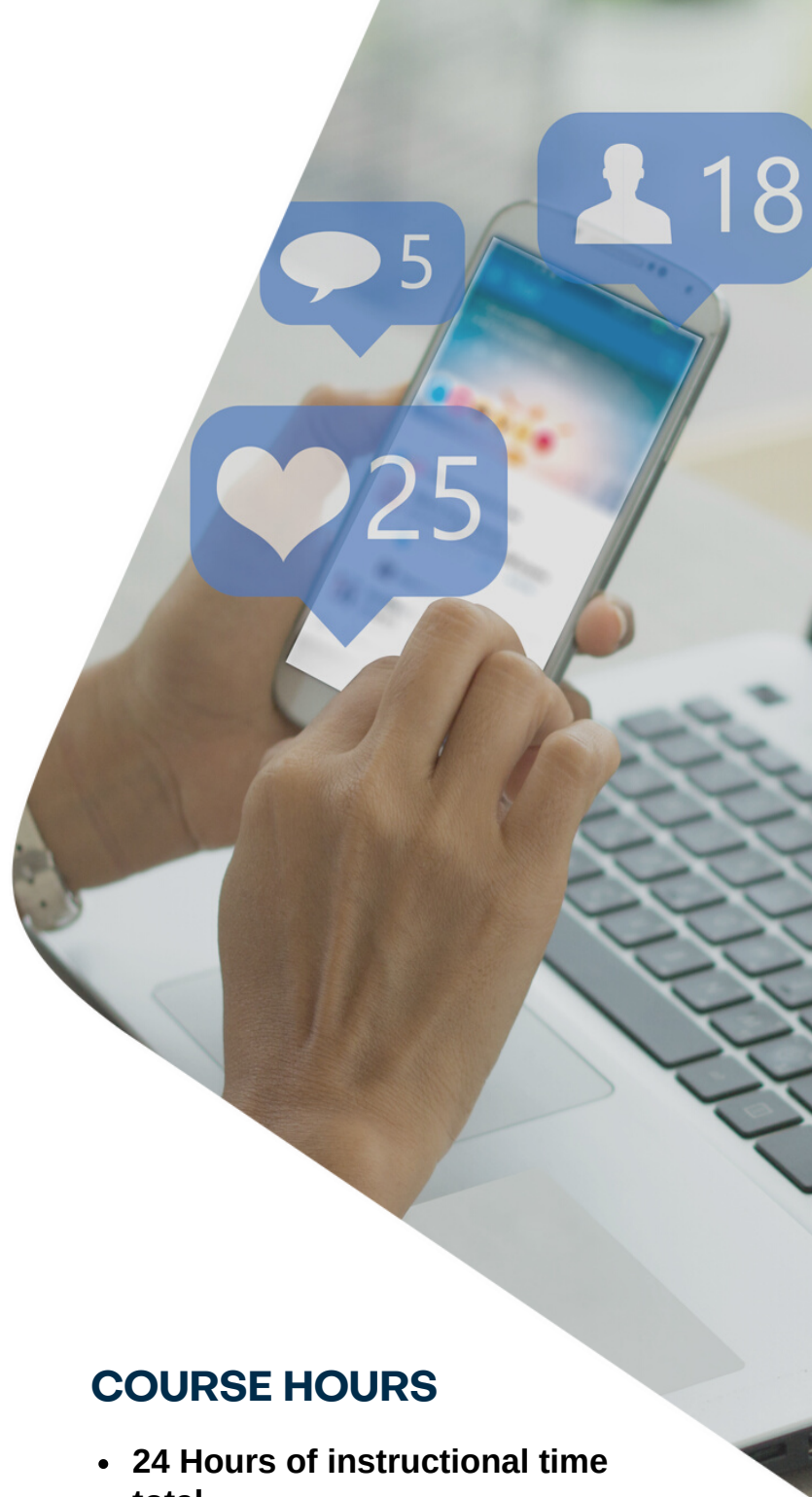
This program helps you determine which social media platforms you should be marketing your business on and provides a simple, in depth understanding of how to market your business successfully on Facebook, LinkedIn, Instagram, TikTok, Google Business, and more.

## 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

- **24 Hours of instructional time total**
- **Weekly 4 hr group Zoom sessions for 6 weeks**







# Who is this program for?

## BUSINESS OWNERS

Interacting with consumers on social media is an important marketing strategy for small businesses. Using social media helps you build brand awareness, increase your customer base, and connect with current customers. If you're looking to elevate your brand, attract your ideal customer, and generate more sales this program will guide you through the steps to help you achieve your business goals

## MARKETING PROFESSIONALS

If you're looking to advance your skills as a marketing professional, understanding the ins and outs of social media is a must! In today's digital age understanding not just how to create posts on social media, but how to drive leads for a business is a valuable skill to have! It doesn't matter whether you're new to social media, new to marketing, or want to update your understanding of the platforms, this program will give you what you need to take your skills to the next level.



## Simple, Practical, and Relevant

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

**WE EXIST TO HELP BUILD  
MILLION & BILLION  
DOLLAR BUSINESSES.**



# Program Instructors

**Nicole Gerhardt  
& Kate Thiessen**

*Gerhardt Studios*

Gerhardt Studios is a boutique agency that helps business grow on social media. Their team consists of in-house specialists in marketing, photography, videography and graphic design, which enables them to provide their customers with a level of service that is hard to match from a freelancer at a cost that is very competitive relative to hiring independent sub-contractors or a large agency. They currently manage nearly 100 social media profiles for just over 20 businesses and in some months, publish over 2,000 posts.

Gerhardt Studios was founded by Dean and Nicole Gerhardt after years of experience in marketing, photography and videography. They operate the business as partners and have a team of 6 marketers, photographers and designers to help craft content for clients.

The team at Gerhardt Studios is excited to share our social media knowledge with you and help you create a tangible social media plan that you can execute to build your business.

GERHARDT  
STUDIOS



# How our program will help build your business profits

Our marketing program is designed to teach simple, practical, and easy to understand concepts in combination with activities that help you apply what you've learned directly to your business.

## KEY TAKEAWAYS

In this program, participants will:

- Define their target audience and get clear on their social brand
- Understand how social media helps achieve their business goals
- Understand audiences and trends of prominent social media platforms.
- Create compelling written and visual content for social media.
- Learn how to boost organic views using CTA's, Contests, Hashtags, and Influencers.
- Navigate social media ad managers on each platform to create ads & evaluate performance.

## PROGRAM SECTIONS

SECTION 1  
Intro to Social Media

SECTION 2  
Social Media Strategy

SECTION 3  
Organic Posting

SECTION 4  
Paid Ads

SECTION 5  
Analytics & ROI

## learning experience

### SEE

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

### REFLECT

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

### SHARE

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

### TRY

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

## PROGRAM OUTCOMES

# Social Media Marketing

This program consists of 6 weeks of live online group learning, with 4 hours of Zoom training every week. This program is designed to give businesses the basics of social media marketing - how it works and which platforms to be on and give you the most up to date information on how to drive leads for your business through social media regardless of whether you are implementing the strategies yourself or hiring a third party.

# 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.

# 4

## **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.

# 2

## **ORGANIC MARKETING**

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

# 5

## **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.

# 3

## **SOCIAL MEDIA COMMUNICATIONS**

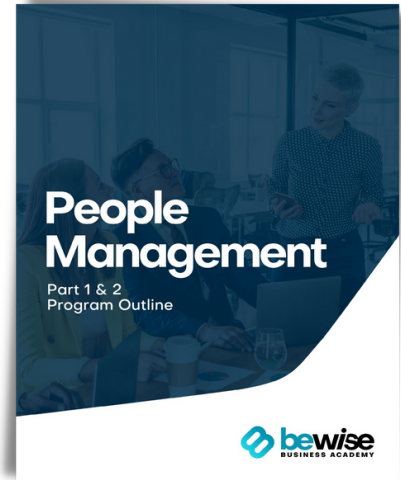
Applying principles and practices learned from the first two courses to create and share a message on social media so participants can learn first-hand the work and expectations involved.

# 6

## **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.

# MORE PROGRAMS, MORE PROFIT



## 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 MARKETING

Weekly for 6 weeks, *24 Hrs Total Instructional Time*

\$ 500 Materials

\$ 4,457 Tuition

\$ 4,957

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.

## Our Guarantee

We guarantee that you will generate at least 50% more leads on social media within 1 year or we will provide you with free one on one coaching to ensure you do!

\*Participants must have completed the program & activities and implemented any action items that were produced as a result.

### BE WISE BUSINESS ACADEMY

260 D - #10 Research Drive  
Regina, SK S4S 7J7

**[bewiseacademy.ca](http://bewiseacademy.ca)**

Visit the calendar on our website for upcoming program start dates.

