

2017 SOCIAL MEDIA DIRECTOR PROGRAM

Have Jonathan & his team train you directly – onsite and online!

Our goal is to work alongside you using our 7 years of Social Media experience and our latest training modules to maximize every opportunity within your business and help you to grow successfully. Just for local BC small businesses, we have created an Intensive Social Media & Online Marketing Training Program.

This tailor-made training will span 146 hours over a 4 month period with a mix of onsite training, weekly Webinars, one on one tuition and accountability, and constant feedback. We will work with each person individually, benchmarking where they're starting from and each week we will study and benchmark progress through a review of your work achieved.

The 2017 Social Media Director Program topics will cover:

DIGITAL MARKETING STRATEGIC PLAN

We will help you develop your own unique strategy that brings into alignment all aspects of your online marketing, social media and traditional marketing efforts. This phase will work in conjunction with your website design team, resulting in your own strategic marketing plan. Your customized plan summarizes the findings of your online marketing, including recommended channels and engagement strategies.

- Develop content marketing strategies for each specific channel
- Identify tactics to increase and engage with your audience – both current clients and potential prospects
- Documented systems to help you manage the day-to-day activities of your accounts without taking up too much of your time

DIGITAL MARKETING SETUP, OPTIMIZATION AND STRATEGY EXECUTION

We will begin by teaching you how to implement and set up your own digital strategy for each of your divisions. During this phase we will be training you how to test and monitor multiple platforms, strategies and techniques to ensure that you receive outstanding results.

Content development brain-storming session: Individual ½ day sessions to create content for your blog and social media platforms.

EMAIL MARKETING

- Utilize and build your current list and create opt-in interest from new prospects
- How to design customized newsletters and email templates
- How to get more opens and click throughs
- Specific tracking tabs and techniques

SOCIAL MEDIA

Optimize applicable platforms, which may include, but not limited to:

Facebook

Learning Objectives:

- Setting up and Optimizing Your Facebook Page
- Understanding Facebook Page Features
- Monitoring Facebook Insights to maximize impact
- Creating great content in text, pictures and video to achieve massive engagement
- Scheduling Posts
- Creating Offers and contests
- Post review function
- Advertising on Facebook
- Page Messaging
- Call to Action Buttons
- Insights & Analytics

Instagram

Learning Objectives:

- Signing up for an account
- Taking photo's and video & live broadcasting
- Optimizing photos and video
- Cropping and rotating photos & Applying effects
- Adding captions and locations – the best apps to use
- Tagging photos
- Linking to other Social accounts
- Hashtags for massive success

Twitter

Learning Objectives:

- Why you should use Twitter
- Setting Up Your Twitter Account
- Understanding Twitter's Features: Lists, RT's, Pictures, Video & Live Streaming
- Following & Connecting with Your Community on Twitter using Lists
- Understanding Hashtags & Privacy Settings
- Understanding Marketing Best Practices for Twitter
- Engaging With Your Community on Twitter

LinkedIn

Learning Objectives:

- Creating the perfect profile
- How to make connections
- How to get the best reviews
- Endorsements
- LinkedIn Pulse
- Getting the best qualified leads

Google+

Learning Objectives:

- Understanding Google+
- Creating and Customizing Your Google+ Profile
- Understanding Google+ Features
- How to maximize your SEO Using Google+
- The value of reviews

YouTube

Learning objectives:

- Setting up and linking your channel
- Optimizing videos for search
- Creating Playlists
- Creating videos for educational selling
- Sharing across platform

Social Media Automation and Content Marketing

Learning objectives:

- How to create Engaging content
- Guide you through when to use Social Media Automation
- Scheduling and multiple network posting
- Why use Hootsuite?
- Managing your daily activities around your marketing activities
- We will teach you how to use contests to help you jumpstart your social media & build your audience
- Identify groups, hashtags, group chats, social influencers and connection opportunities
- SEO Optimization of social profiles through proper keyword/tagging to increase search ability
- Optimize accounts for local search: Google+, Yelp and Foursquare

Blog / Content Marketing Strategy

Learning objectives:

- Which platform to use?
- Creating a WordPress site/blog
- Content and frequency of posting
- Optimization – tags, meta description, formatting, images
- Embedding Youtube Video
- Winning with Blogging – why this must be the core of your social content
- Correctly set up and optimize blog topics and categories for search and share ability
- Develop a blog strategy that positions you as the expert in your industry
- We will show you how to write Google attention grabbing articles that address the top 10 questions your target audience are searching for

SOCIAL MEDIA SALES TRAINING

Our 6-module Sales Bootcamp Curriculum will transform your results more and more as we learn:

1. Owning Your Own Value

Learn how to differentiate yourself from your competitors by high-lighting your own unique value. It's not always about being the lowest price

2. Appointment Affirmations

We'll show you how to capitalize on the excitement and momentum of your leads and create a WOW factor with a highly professionalized Appointment Reminder technique that takes advantage of modern marketing in easy but powerful ways.

3. Catapult Your Credibility

Creating your Video Introduction, you're going to want to be totally prepared to win in your Appointment. By being ready to sell on the spot, having objections handled before you even step foot in the door and by using the powerful Say-Do-Remind technique, you'll be ready to walk in the door with tons of credibility.

4. Build Your Bonuses

Have you ever heard the phrase, "giving the farm away for free"? In our industry, discounting is common practice. We will focus on finding value where you might be "giving it away for free". We also look deeply at how you can take the repeat and referral business, with one simple tweak, make it into a consistent, trackable part of your business that you never again need to guess and wonder about.

5. The 5 C's to Appointments that Close

Structure gives you freedom and it's about creating freedom for your clients. In this module we look at a consistent format you can use as the building blocks for your sales appointments. Forgetting one small part can often lead to a missed sale or a lukewarm response to your solution. Natural

ability will get you far, but adding in a system will get you the secure results you crave. This is also the perfect upgrade for a team that's grown up simply on "what works".

6. The 3 R's

Ratings. Reviews. Referrals. These are the modern and traditional flagpoles of our business success. Knowing how to get them, how to leverage them and how to make it easiest for your clients will put you another head and shoulders above your competitors!

OVERVIEW

We want to ensure that you are fully equipped to manage your online and social media marketing strategy so you can further benefit from the possibilities and continue to tell your story. We will provide all the training to you so that you have the skills and resources to expertly handle your social media channels and sell from them with excellence.

We will arrange individual weekly accountability meetings either in person, or via phone or Skype, starting with an overview of your current social media marketing. We'll note the numbers of likes, followers etc so that we can measure growth.

Each week will feature a one hour webinar on every topic we've included, which will conclude with follow up live Q&A each week over virtual coffee. We'll also have a private Facebook group for more general group questions and discussions. Ongoing email support is also available during the duration of the program.

We will continually review opportunities for other social media accounts and integration.

- Case Studies: Assessment of current We Make Stuff Happen Clients to learn from and evaluate.
- Direct Observation: Assessment of practical skills, which can be demonstrated via your social activity.
- Performance Projects: Developing Blog Content and subsequent engagement.
- Self Assessment: Program members develop their own written and creative skills and judgment to assess themselves and their company. We will assign specific projects to help you stretch and grow.
- Projects: We will help you create special events, related to your company marketing calendar and use Social Media to leverage these.
- Simulations: We will simulate a Social Media crisis and help you manage the critical path of execution

OUTCOME

At the end of your intensive training program, you will be awarded the certification of Social Media Director. This is an industry-recognized designation. Your studies will be monitored weekly and will be measured by the number and quality of posts across chosen platforms.

We will also study insights and analytics to study reach, engagement and growth of your social business community:

- Clicks on links in your social media posts
- Retweets, Mentions and Direct Messages on Twitter
- Shares on Facebook and LinkedIn
- Comments on your Facebook, Instagram, and LinkedIn posts
- Ratings on your YouTube videos
- Comments & shares on your blog posts

The expectation is to achieve at least one 350 word Blog post per week – initially, we will work with you side by side to brainstorm and create these. Then as you are more comfortable we will measure and mark your posts. By the end of the program, you will have created at least 20 posts.

You will be at an expert level across multiple Social Media Platforms by the end of the Program.

This will massively help you help you grow your Company in gaining strong organic SEO, Improved customer communications and the most excellent ways of 21st Century Sales and Marketing techniques.

The training will begin September 1st and conclude December 19, 2017.

There will be a mix of onsite and online individual and group training sessions. We will have weekly webinar training sessions which will be recorded for stored in a shared vault for all class participants.

The total number of training hours is 146. The cost of program is \$14,997.00, plus GST.

To be eligible to apply for the BC Canada Jobs Grant, a payment of \$14,997.00 plus GST must be paid in full prior to the course start date.

OUR TRAINING PHILOSOPHY

- **Sustained effort:** Success does not come overnight, but through doing the right things consistently over a period of time.
- **Quality:** Providing quality content through social media channels builds the brand, but poor quality content – poorly written or in poor taste – can hurt the brand. For this reason, we place a premium on the quality of the content.
- **Value Added:** Social media is not about broadcasting your products and services; we focus on helping you be an added value to your fans, followers and engage in the online community.
- **Humanize:** Social Media will humanize your brand and allow your ideal audience to relate to you and become ambassadors for your Company.