

# SOCIAL MEDIA MARKETING

## How to Get New Leads & Customers from Facebook

- ✓ How to quickly determine if your Facebook page is structured for success
- ✓ How to ethically spy on your Facebook followers and discover the perfect time to make posts to your page
- ✓ A simple posting strategy to ensure you never run out of content your audience will LOVE
- ✓ Discover how to easily determine which post will generate the most revenue for your business
- ✓ Go behind the scenes as we show you the campaigns we're using to get amazing results for our clients

## The Ins & Outs of Building a Following on Instagram

- ✓ Discover the type of Instagram account you'll need for your business
- ✓ Learn six strategies to help you quickly build a large, and loyal, following
- ✓ What the "Discover People" feature is, and how to leverage it for growth
- ✓ The one thing you MUST include in your Instagram bio
- ✓ A free tool you can use to ensure your images look great
- ✓ How to ensure your images help attract new followers

## Getting Started on YouTube

- ✓ Discover a simple method for getting more video views
- ✓ Learn what a hook is, and why you should open every video with one
- ✓ What are video thumbnails and a free tool to create them
- ✓ Why and how to engage with your audience
- ✓ You'll learn about video cards and why you'll want to include them on each video

## The Six Phase Social Media Strategy

- ✓ Get our battle-tested six phase strategy
- ✓ How to discover the specific call to action you need in your next campaign
- ✓ How to get people to pay attention to your ads
- ✓ Learn how to select the best media and objective for your campaign

## 3 Facebook Campaigns We're Using Right Now

- ✓ Learn how to have Facebook find others just like your best customers
- ✓ Discover our proprietary Triple Threat Campaign
- ✓ You'll go behind the scenes of our most successful campaign of all time - and learn how to quickly and easily replicate it

Is your audience ready to put an end to your frustration with social media marketing? Are they ready for a clear - strategic - plan of action for your organization? If so, they don't wait, reach out now!



# SOCIAL MEDIA MARKETING

## SOCIAL MEDIA HAS PERMANENTLY CHANGED THE WAY PEOPLE CONNECT AND COMMUNICATE.

That means you can no longer rely on old-fashioned marketing methods to tell the world about your products and services.

If you're reading these words, then you already know the importance of promoting your organization through social media. The challenge isn't being on social media, it's knowing when and where to focus your attention for the maximum benefit.

During our presentation your attendees will learn everything they need to know to start using social media effectively!

### HERE'S SOME OF WHAT COULD BE COVERED DURING OUR TIME TOGETHER:

#### Marketing Strategy

- ✓ The difference between Advertising, Publicity, Public Relations, Sales, & Marketing
- ✓ Why focusing on Strategy alone doesn't work
- ✓ Why focusing on Tactics alone doesn't work
- ✓ How to engineer your marketing into the Natural Progression
- ✓ How to use the Marketing Pyramid to generate a stream of new customers & turn your existing customers into evangelists for your products and services

#### Identifying the Perfect Market

- ✓ Why creating a customer Avatar is the foundation of all good marketing
- ✓ Two questions you must know the answers to before you start any campaign
- ✓ A simple exercise to help you "get into the mind" of your customers

#### Creating Irresistible Marketing Messages

- ✓ A simple method for generating immediate trust with prospective customers
- ✓ Discover the biggest enemy your marketing messages face and how to quickly and easily render this enemy harmless
- ✓ Simple rules for writing headlines that convert readers into customers
- ✓ What it means to "enter the conversation already taking place"

