

STRATEGY SESSION

What are your marketing goals? Do you want more people to be aware of your product or service? Do you want to establish your business as an authority or expert? Do you want more email sign ups, more traffic to your website or to build followers? Who is your customer? What content has worked or hasn't worked? What is the nature and tone of your messaging? During our 1 hour strategy session, included with the purchase of a class or session, we will discuss these and other questions in regards to your marketing strategy. We will use this strategy as a guide during each lesson.

FACEBOOK ADVERTISING

Introduction to Facebook Advertising

We start with the basics of what the Facebook Advertising funnel looks like, how Facebook ads can help your business and ends with hands on tutorial of how to create a Facebook ad from start to finish.

Facebook Analytics And Reports

If you've ever wondered which analytics are important when running Facebook ads, this is the course for you. We start with a review of some basic analytics terms, where to look for analytics on Facebook, the difference between vanity analytics versus actionable analytics and end with looking at an analytics report either for your own ads or one of mine.

Creating Custom and Lookalike Audiences + Split Testing

Looking to expand your audience reach with Facebook Ads? Wondering why your ads are not getting results? We take a deep dive into finding your audience as well as how to test your ad content the right way without wasting money.

SOCIAL MEDIA CONTENT STRATEGY

Choosing Scroll-Stopping Images For Your Brand

Looking to create a look for your social media feeds that are scroll-stopping, but not in an annoying way? From helpful applications that allow you to create dynamic content quickly to discussing the core principles of creating branded content that connects with your followers, with this course you'll learn how to stop the scroll dead in its tracks.

Writing Text That Hooks And Tells Your Brand Story

Once upon a time there was a small business owner who couldn't figure out why their ads were not getting any results when suddenly....Don't you want to know what happens next? In this course learn how to write copy that hooks, tell stories that grab and create ads that convert. We will start with some tips, tricks and best practices to writing killer ad copy and end with a writing exercise that is guaranteed to prove that you too can wordsmith your way to conversion!

Creating Video Content Strategically

Videos get the most of everything when it comes to social media: reach, engagement, the algorithms love it. If you're interested in upping your video content game, this is the course for you. We cover best practices for making a dynamite video with your phone; tips and tricks for creating top notch live streams; finally, we discuss how to optimize your YouTube channel so that you get more eyeballs watching.

IMPROVING YOUR SOCIAL MEDIA WORKFLOW

Tools, Tricks And Shortcuts For A More Efficient Social Media Workflow

Facebook ads got you down? Social Media Calendar taking forever to set up? Trouble coming up with content every. single. day? Screw all that! Let's flow! Learn what most professional social media managers don't want to share: tools, apps, tricks, shortcuts. After this course, you'll be as cool as a Buddha beach bum eating a cucumber while riding the easy social media workflow wave.

Creating A Social Media Strategy That Works

Sure, you can post willy-nilly on your social platforms and hope for the best, but investing some time into your social media strategy could save you a bunch of money. This course helps guide you on a journey to find a strategy that works for you and your businesses. By the end of the hour, you will have a clear direction as well as a list of practical steps to get you there.

Keeping Track: Organizing Your Analytics and Metrics

KPI, ROI, ROAS, OMG! Metrics, analytics, data! Oh my! Reach, engagement, link clicks! Oh why? If you are getting lost in data land, you are not alone, but you are lost. Let's swim back to shore together, shall we and place our feet firmly on an organized report that will show us just exactly where we are, how we are doing and where to go from here! If you struggle to keep a consistent, logical, customized set of numbers to keep you on track with your marketing goals, this is the course for you!