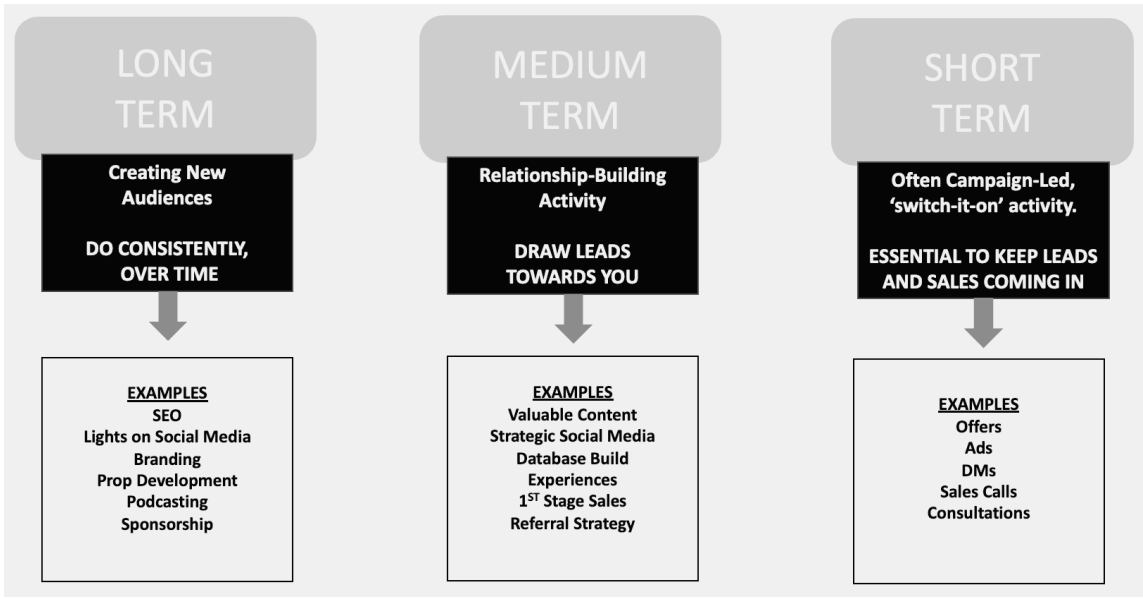


SOCIAL MEDIA MASTERY



Where Growing Businesses Learn Marketing

WHERE DOES SOCIAL MEDIA FIT IN TO YOUR OVERALL MARKETING?



YOUR SOCIAL MEDIA PERSONALITY LET'S DO THE QUIZ AND FIND OUT YOURS!

- 1:
2:
3:
4:
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WHAT'S YOUR
SOCIAL MEDIA
PERSONALITY?

WHAT DO YOU NEED TO CONSIDER
TAKING FORWARD?

GOALS & TARGETING

TOP 3 MEASURABLE GOALS FOR SOCIAL MEDIA

e.g. To create 300 new lines of data of our ideal clients, within 3 months.



NOTES

BUILDING AN AUDIENCE

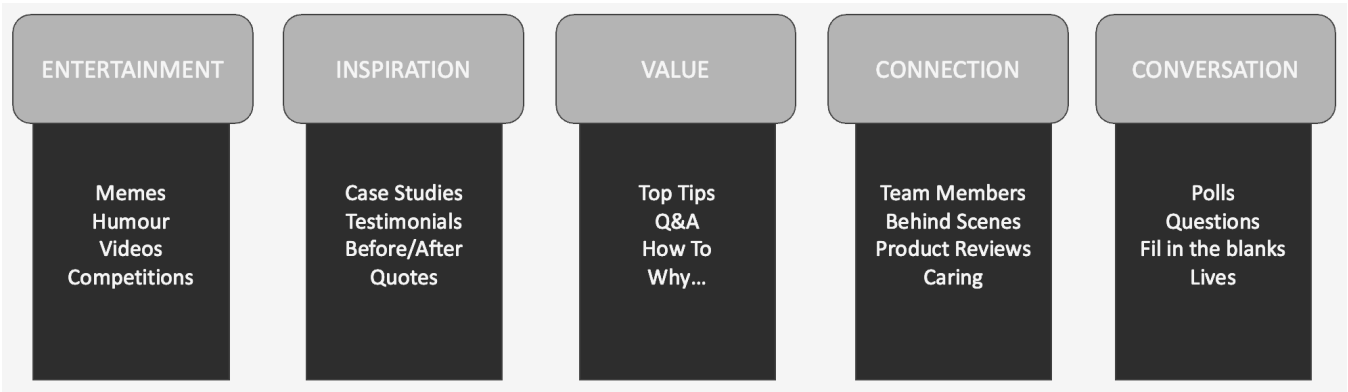
METHOD	ACTION TO TAKE	PRIORITY <small>(1 = HIGH/ 3 = LOW)</small>	WHEN?
Circle of Friends			
Promote Social Profiles			
Email List			
Own Facebook Group			
#Hashtags			
Social Media Outreach			
Pay to Play (Advertise Page)			

CREATE AMAZING CONTENT

PRODUCT/SERVICE	SUBJECT	SUB-SUBJECT	TITLE	FORMAT
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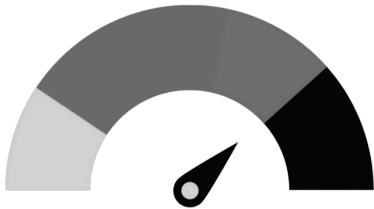
NOTES

CONTENT THAT WINS



CREATING WARM LEADS & SALES

TOP 5 WAYS TO CREATE LEADS/SALES FROM SOCIAL MEDIA



WHAT WILL YOU PRIORITISE?

NOTES

MOVING FORWARD

YOUR TOP 3 COMMITMENTS

YOUR BIGGEST LEARNINGS



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