

SOCIAL MEDIA WORKSHOPS

Course Information



Why RSM Academy?

Social media got you stressed? Do you have a business account set up but just don't know how to grow your followers, increase engagement and utilise it as a sales funnel? Perhaps you have already started experimenting, but you are just not sure if it is working.

Sounds like you need RSM Academy! Structured social media workshops presented by Round Square Marketing and tailored to business owners, marketing professionals and anyone tasked with managing social media.

Seriously Social \$690 pp (exc. GST)

**Wednesday, 14th February 2024
from 9am - 3pm**

Social Media Must Knows

- Why is social media important to your business?
- Setting up your brand on social media
- Cracking the algorithm
- When to post, based on your profile insights
- How does social media advertising fit into the mix?
- Social media best practice tips

The Channels

- Facebook & Instagram 101
- Insta stories & reels – best practice tips
- LinkedIn, Twitter & Pinterest 101
- Getting your audience engaged across each channel
- Hashtags & geotags
- Building a brand identity on social media
- The power of video
- Creating a social media tribe

Content Planning

- Content creation tips & the importance of graphics
- Types of content for each platform
- How to create a content plan for Facebook & Instagram

Pro-tools

- Setting social media goals & measurable KPI's
- How to keep your strategy alive
- Content planning apps and real life, time saving tips
- How to assess your profiles insights and analytics

Setting a Social Strategy

- Setting your strategy – what to consider
- Creating a sales funnel
- Getting your content mix right
- The foundations of a killer strategy
- Influencers – how, when and why?
- Pro-tools
- Setting social media goals & measurable KPI's
- How to keep your strategy alive
- Content planning apps and real life, time saving tips
- How to assess your profiles insights and analytics

The Take-aways

- Key take-away tips for you to implement straight away and see results!
- Content schedule templates for your brand – Facebook & Instagram

Facebook Ads Intensive \$900 pp (exc. GST)

**Wednesday, 21st February 2024
from 9am - 3pm**

An Introduction to paid Meta advertising

- Why social media paid ads?
- How will paid ads help my business?
- Implementing paid ads into your overall marketing strategy
- What you'll need to get started on each specific platform
- What's advantage plus?

Building a paid ads strategy

- The Digital Sales Funnel – what is it and how does it work?
- Which advertising objectives are right for your business?
- Maximising your reach, budget and marketing goals

Let's get technical

- Getting the technical side right
- A strategic approach to structure a campaign
- Understanding objectives and optimisation

Creating memorable and effective paid ads

- Finding your audience
- Specific targeting tips for each platform
- Ads placement – One does not fit all!
- Nailing the creative and the copy
- Thinking bigger picture!

Assessing your analytics

- Optimisation and Reporting – What the numbers mean
- Best practice tips specific to each platform

The Take-aways

- Key take-away tips for you to implement straight away and see results!
- Loom videos for you to look back on helpful tips and processes

BUNDLE OFFER!

If you're serious about uplevelling your socials in 2024, book both courses and **SAVE \$140.**

Register your interest now!

www.rsmmarketing.com.au/training

Overview & Important Information

When is it?

Seriously Socials - 14th February from 9am - 3pm

Facebook Ads Intensive - 21st February from 9am-3pm

The workshops will be held at 1/172 Hume Street, in the Robertson Scannell board room.

Parking will be available on the surrounding streets.

What do I need to bring?

Seriously Social

- Laptop (and charger)
- Phone with social media accounts
- Your eagerness to learn

Facebook Ads Intensive

- A set up Business Manager account and Pixel (there will be Loom videos provided prior to the course advising the steps for this)
- Laptop (and charger)
- Phone with social media accounts
- Your eagerness to learn

We will provide you with a workbook, pen and wireless network. Lunch will be provided for both workshops.

Who should attend?

Seriously Social - This course is perfect for the in house social media manager or small business owner looking for a deeper understanding of how to best utilise the platforms for optimal engagement.

Facebook Ads Intensive - Have you got the basic of organic social media down and are keen to learn more? Paid advertising is like liquid gold, so if you're ready to capitalise and get new acquisitions in your business, then you NEED paid advertising in your business!

Please ensure you come to the course with an established Facebook Business Manager account and a Pixel set up. Again, instructions on how to do this will be provided before the course date if you do not already have these set up.

The Fine Print

Refunds and cancellations will not be offered, unless the course does not meet the minimum attendance requirements (6 people per session).

An email reminder will be sent to you 72 hours before the course.

Prices are excluding GST.

Please note a certain level of knowledge is assumed for our Seriously Social workshop and Facebook Ads Intensive. Please read the course overview and the who should attend section carefully. If you do not meet them, we recommend you first attend our Social Essentials workshop.

Disclaimer - Our Seriously Social course does not cover Facebook Business Manager, pixels, re-marketing, lookalike audiences and the more advanced Facebook advertising options. Please contact us if you are interested in this level of training.

Meet Annie Glover - Facilitator

Annie has over 7 year's experience in traditional marketing, account management, events, sales and digital projects and loves teaching creative digital topics from digital business strategy, social media, digital tools & tips and content marketing.

Annie has a 'realist' approach to delivering digital training to ensure learnings are both understandable and implementable post workshop. Her clients love her entrepreneurial approach, combining both fun and fresh ideas with professionalism.

Her intricate eye for detail, a passion for business and unwavering drive to see clients succeed Annie revels in brainstorming, fine tuning, executing and evaluating client strategies.

She wears many hats including marketing strategist, entrepreneur, client manager, digital trainer and Mum.



FACILITATOR
Annie Glover