

Fresh Digital Marketing Social Bootcamp: 4 Weeks to Kick Ass at Social Media!



FRESH
D I G I T A L

Elevate your social media game with a roadmap to success & a customized plan that's tailored to your needs and schedule

Learn & Succeed

Skills

- Time Management
- Planning a comprehensive strategy that covers the entire scope of your offerings
- Finding a balance between promotional, sales-based posts and engagement-focused posts
- Finding your “voice” on social media
- Social storytelling
- Targeting & reaching your most valuable clients

Takeaways

- Personalized blueprint for easy reference
- Digital social media planning calendar
- Organizational suite to most efficiently manage and share your calendar, copy, links and digital assets
- Lifetime access to our private social media group for additional self-paced tutorials, thought starters and peer connections



Your Learning Plan

Module One

- Targeting & reaching your most valuable prospects
- Finding your “voice” on social media
- Social storytelling: Your unique value proposition (What’s your superpower?)

Module Two

- Time management
- Planning a comprehensive strategy that covers the entire scope of your offerings
- Finding balance between promotional, sales-based posts and engagement-focused posts



Pick Your Pace

Power Hour

- When you need the skills “yesterday” this is secret weapon
- One hour of 1:1 training covering both modules
- Instant access to all modules & takeaways so you get to work

During booking:

- We’ll assign your homework and set the best time for our 1:1 training (We’ll also be doing our homework on your current social presence)

Pace Setter

- A traditional four week bootcamp provides a steady yet disciplined approach
- Cover each module in a 30 minute, 1:1 session
- Access to what you need for the upcoming module in a practical progression

During booking:

- We assign module 1 homework and schedule your first 1:1 (module 2 homework and scheduling during first 1:1)

Self Paced

- A flexible plan tailored for your comfort level and schedule to learn at your own pace
- Instant access to all materials and private Facebook group
- Four email check-ins for questions, feedback and guidance

During booking:

- We’ll discuss your comfort level, schedule, preference on communication and best practices using the modules for self-paced learning

