

# FROM SME TO A BRAND LEADER - BOOT CAMP

## #3 SEO AND SOCIAL MEDIA MASTERY

### WEEK ONE: SEARCH ENGINE OPTIMISATION 101

- Understanding what SEO is and how it can work for you
- Your buyer persona/target market and their pain points
- Defining and owning 10 keyword phrases
- Introduction to content creation/ blogging
- Onsite and Offsite SEO

### WEEK TWO: SOCIAL MEDIA MARKETING

- Understanding social media channels and which ones to focus on
- Creating an effective strategy for social media
- Posting – when, what and how?
- Delivering a consistent message

### WEEK THREE: LINKEDIN FOR BUSINESS

- Optimising your personal LinkedIn profile
- Creating and launching a company LinkedIn profile
- Growth Hacking techniques to grow your connections to grow your business
- How becoming a LinkedIn Thought Leader will help your profile and your business
- Unlocking LinkedIn's marketing tools

### WEEK FOUR: FACEBOOK/TWITTER FOR BUSINESS

- Optimising your company Facebook and Twitter profiles
- How to communicate for engagement on Facebook
- How to build a Twitter following
- Unlocking Facebook's and Twitter's marketing tools

### WEEK FIVE: YOUR 30 DAY CAMPAIGN STRATEGY

- Designing your content calendar
- Determining your SEO/Social goals and how to measure ROI
- The 30 Day Campaign template
- How technology can help drive your campaign delivery

### BOOT CAMP REGISTRATION (max of 4 businesses)

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Website: \_\_\_\_\_

Email: \_\_\_\_\_

Payment option:  \$900 upfront (for the 5 week course)

Payment method:  Credit Card  EFT  Direct Debit

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Send to: [info@thebrandmanager.com.au](mailto:info@thebrandmanager.com.au)

[www.thebrandmanager.com.au](http://www.thebrandmanager.com.au)

### YOUR WORKSHOP FACILITATOR



**Tony Eades** - Brand Strategist, Creative Director and Strategic Marketing Consultant.

As Director of Brand Strategy at BrandManager, Tony assists businesses large and small to become market leaders through brand strategy, creative communications and strategic marketing-delivering measurable ROI across multiple digital platforms.

Tony is the the digital brand expert for Kochie's Business Builder and writes for a number of publications on business brand strategy.

Your investment is just \$900 for the 5 week Boot Camp. Limited to 5 businesses only.

### Workshop Venue:

Delivered conveniently online via Go-to-Meeting

