

SOCIAL MEDIA & MARKETING BOOTCAMPS

"I just don't know where to begin."

"I spend so much time on marketing that I don't have time to do what I love to do."

"It's so frustrating."

We hear this all the time!! That's why we created this 3-part bootcamp, to help small business owners with social media marketing.

INTRODUCING the #1 social media and marketing boot camp series for small businesses in the Cedar Valley.

Sessions:

1. Marketing & Branding 101
2. Social Media Bootcamp - Launching your brand strategy
3. Doing Business Online

Each session is 1.5 hours @ \$300 each, plus travel expenses.



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CEO, McConville Consulting
Marketing Expert



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Social Media Marketing. Strategy First, Results Second.

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BOOTCAMPS



During these 1.5 hour sessions, you will learn about:

- Branding Your Business
- Marketing Fundamentals
- Social Media Strategy & Measurement
- Content Planning & Audience Engagement

Three-Part Series:

1. Marketing & Branding 101

- Understanding your brand and its perception
- How to prepare for the next biggest business growth period (2021-2031)
- Understanding your target audience and what motivates them to buy
- How to integrate your brand everywhere

2. Social Media Bootcamp - launching your brand strategy

- Understanding the basics of Facebook, Instagram and LinkedIn
- How to launch your brand on social media
- Learn the basics of advertising on social media

3. Doing Business Online

- How to start a successful business online
- Learn how to write copy that sells
- How to design and build your website and using search engines to drive targeted buyers to your site
- Use the power of email marketing to turn visitors into buyers

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