

FROM SME TO A BRAND LEADER - BOOT CAMP

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: \$200 weekly x 5 weeks \$900 upfront

Payment method: Credit Card EFT Direct Debit

Signed: _____ Date: _____

Send to: info@thebrandmanager.com.au

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 \$200 per week for the 5 week Boot Camp or \$900 upfront. Limited to 4 businesses only.

Workshop Venue:

Suite 213, 14 Lexington Drive, Bella Vista
P: 1300 553 033

