

2019 ALBERTA SOCIAL MEDIA DIRECTOR PROGRAM

Have Susan & her team train you directly – onsite and online – in an exciting partnership with the King of Social Media himself, Jonathan Christian from We Make Stuff Happen!



Are you a small to medium-sized business that could be doing more to market and promote your business in an online world? Do you have big dreams and a small budget? Do you sometimes wonder if it's too late and how are you ever going to “catch-up” in the world of online marketing? Elford Communications has the solution!

Through Susan's 25+ years of working with businesses and organizations of all sizes, she noticed that most small businesses assume they don't have the budget for comprehensive PR and Marketing agencies. What if you could enjoy a combination of PR and Marketing advice from the best in the business with hands-on training so that you develop a custom solution to meet your businesses unique needs?

We offer a series of comprehensive group trainings combined with VIP individual hands-on attention to evaluate your current online marketing and public relations strategies; revamp your existing approach, and train your staff to implement your revised strategic plan going forward.

With the Elford Communications and We Make Stuff Happen partnership, our team works alongside you using our 70+ combined years of strategic communications, public relations & online marketing experience along with our latest training modules to maximize every opportunity within your business to help you grow successfully. Just for Alberta-based businesses, our Intensive PR, Social Media & Content Marketing Training Program, is tailor-made for the small business owner.

Filled with big ideas to serve small business, this exciting, customized and detail-oriented training serves small business owners through 150 hours of tutelage and hands-on evaluation and guidance over a 4-month period.

This program includes a mix of onsite training, weekly webinars, virtual office hours, private mentoring and accountability, and ongoing feedback on your work. Members of our team will work with each trainee both individually and in group classes, benchmarking your progress and supporting you in developing your online marketing and communications strategies.

The 2019 Social Media Director Program topics will cover:

DIGITAL MARKETING STRATEGIC PLAN

We mentor you as you develop your own unique Digital Marketing Strategic Plan. Your custom plan will bring into alignment all aspects of your online marketing, social media and traditional marketing efforts. Your Digital Marketing Strategic Plan summarizes the results of your online marketing, social media and traditional marketing efforts.

Your Digital Marketing Strategic Plan includes:

- Recommended channels (online and traditional)
- Content strategies for each specific channel
- Tactics to grow and engage with your audience – both current clients and potential prospects
- Documented systems to help you manage the day-to-day activities of your accounts without taking up too much of your time

DIGITAL MARKETING SETUP, OPTIMIZATION AND STRATEGY EXECUTION

We will begin by teaching you how to implement and set up your own digital strategy for each of your areas of business. During this phase, we will be training you how to test and monitor multiple platforms, strategies and techniques to ensure that you receive outstanding results. This includes a content development brainstorming session and individual ½-day sessions to create content for your blog and social media platforms.

EMAIL MARKETING

- Use and build your current list and create opt-in interest from new prospects
- How to design customized newsletters and email templates
- How to get more opens and click throughs
- Specific tracking tabs and techniques

SOCIAL MEDIA

You'll learn how to optimize the best channels and platforms for your business, which may include (but is not limited to):

Facebook

Sample Learning Objectives:

- Setting up and Optimizing Your Facebook Page
- Understanding Facebook Page Features
- Monitoring Facebook Insights to maximize impact
- Creating great content in text, pictures and video to achieve massive engagement
- Scheduling Posts
- Creating Offers and contests
- Post review function
- Advertising on Facebook
- Messenger & Bots
- Facebook Live & Stories
- Insights & Analytics

Instagram

Sample Learning Objectives:

- Creating a Business Account
- Taking photos and video & live broadcasting
- Optimizing photos and video
- Cropping and rotating photos & Applying effects
- Adding captions and locations – the best apps to use
- Tagging photos
- Linking to other Social accounts
- Hashtags for massive success
- Instagram Stories
- IGTV

Twitter

Sample Learning Objectives:

- Why you should use Twitter & How it's Best for PR
- Setting Up Your Twitter Account
- Understanding Twitter's Features: Lists, RT's, Pictures, Video & Live Streaming
- Following & Connecting with Your Community on Twitter using Lists
- Understanding Hashtags & Privacy Settings
- Understanding Marketing Best Practices for Twitter
- Engaging With Your Community on Twitter

LinkedIn

Sample Learning Objectives:

- Creating the perfect profile
- How to make connections
- How to get the best reviews
- Endorsements
- LinkedIn Articles
- Getting the best qualified leads utilizing Sales Navigator

Google+

Sample Learning Objectives:

- Understanding Google+
- Creating and Customizing Your Google+ Profile
- Understanding Google+ Features
- How to maximize your SEO Using Google+
- The value of reviews

YouTube

Sample Learning objectives:

- Setting up and linking your channel
- Optimizing videos for search
- Creating Playlists
- Creating videos for educational selling
- Sharing across platforms
- YouTube Live

Social Media Automation and Content Marketing

Sample Learning objectives:

- How to create Engaging content
- Guide you through when to use Social Media Automation
- Scheduling and multiple network posting
- Review of Scheduling Software Options
- Managing your daily activities around your marketing activities
- We will teach you how to use contests to help you jumpstart your social media & build your audience
- Identify groups, hashtags, group chats, social influencers and connection opportunities
- SEO Optimization of social profiles through proper keyword/tagging to increase search ability
- Optimize accounts for local search: Google+, Yelp and Foursquare

Blog / Content Marketing Strategy

Sample Learning objectives:

- Which platform to use?
- Creating a WordPress site/blog
- Content and frequency of posting
- Optimization – tags, meta description, formatting, images
- Embedding Youtube Video
- Winning with Blogging – why this must be the core of your social content
- Correctly set up and optimize blog topics and categories for search and share ability
- Develop a blog strategy that positions you as the expert in your industry
- We will show you how to write Google attention grabbing articles that address the top 10 questions your target audience are searching for

SOCIAL MEDIA BOOTCAMP TRAINING

MODULE ONE – ENGAGE

- How to turn your Facebook Page into a revenue producing asset
- How to use our proven “pay it forward” approach, and why it works every time
- How to network like a ninja on social media
- The right balance of business and personal content that resonates with your followers
- The pitfalls of a “one size fits all” approach, and what to do instead
- How to become the top of mind, go-to expert without spending a ton of money on ads
- The best times of day to post to get maximum engagement

MODULE TWO – ENTERTAIN

- How to use the power of video to maximize your results
- How to master Facebook Live
- How to incorporate Instagram and Facebook stories to make the most impact
- How to create posts that people LOVE so they can't wait for MORE!
- How to share other people's content the RIGHT way

MODULE THREE – EDUCATE

- How to create content that positions YOU as the “go-to” resource in your field
- How to get Google to feature your content
- The art of “selling without selling” on social media
- How to use our proven interview techniques to deliver high value to your audience
- How to properly use a blog in your marketing so it can work FOR YOU over and over
- How to make sure your website answers all of your client's questions, saving you both tons of time in moving forward!

MODULE FOUR – EMPOWER

- How to tap into your mission and story to inspire your audience to take action
- How to create a movement that follows you and enthusiastically shares your content
- The secrets to lighting the fire that leads to viral content
- How to create your own highly engaging quote-graphics, captioned videos and MORE
- Incorporate the art of “Social Selling” without being salesy so your audience will regularly ask how they can work with you

MODULE FIVE - ENTICE

- How to combine all four social media strategies for maximum revenue potential
- Learn to create brand ambassadors for your business who will sell for you
- How to turn “Likes” into LEADS
- Create contests, challenges and offers that attract your ideal clients
- Find out how to write emails that get opened and inspire people to take action
- When to boost your Facebook posts and why, so that you access the power of this and reach your ideal target audience
- How you can implement these strategies in less than an hour per day!

SOCIAL MEDIA COMMUNICATIONS STRATEGY TRAINING

MODULE SIX – WHAT IS PR?

- What is Public Relations?
- Using the 5E’s to build a powerful PR strategy for your business
- Get your business “PR Ready”
- What’s involved in building an effective PR Strategy
- Examples of Effective PR Strategies

MODULE SEVEN – BUILD A PR STRATEGY FOR YOUR BUSINESS

- What is a PR/Communications Strategy?
- Introduce the basic tenants of Creating a Communications Strategy
 - ◊ R - Research
 - ◊ A – Action/Approach
 - ◊ C – Communicate (how will we let your target audience know about your business?)
 - ◊ E – Evaluate (did the program work? What will we do again and what will we toss?)
- Develop key messages you want your ideal clients to know
- Explore different avenues to reach them
- Introduce different communications vehicles/methodologies to reach them

MODULE EIGHT – MAKE YOUR OWN NEWS

- Benefits of Traditional News Coverage
- Different types of news/media coverage
- How media relations is different than public relations (hint: it's all about who you're building relationships with!)
- What makes something newsworthy?
- Potential news opportunities within your business
- Getting your story media-ready
- A how-to guide to launching that story and Making Your Own News!

MODULE NINE – CULTIVATE YOUR BRAND & SHOWCASE YOUR CORPORATE VALUES

- What is a brand?
- What is the current brand of your business?
- What would you like it to be? How can we expand on the pieces that are working?
- How can it show up across your entire suite of communications materials and activities?
- Includes look and feel of website
- Includes spirit of communications
- Includes how you show up on social media
- Includes how you treat your customers
- Includes your company values
- Why are your company's values important?

MODULE TEN – INTEGRATE YOUR PR & SOCIAL MEDIA STRATEGY WITH YOUR BUSINESS

- Identify the big picture of your business
 - ◊ the “why” of your business
 - ◊ the “what” of your business
 - ◊ the “who” of your business
- What is your vision, mission and values?
- How do these values show up in your online and real life strategies?
- Revisit the Communications Strategy template from Module Seven
- Identify core PR and Social Media strategies for your business

CONTENT MARKETING TRAINING

MODULE ELEVEN – YOUR POWERFUL STORY

- Find the stories to tell in your business
- Write about what you care about & build a following
- Get past writer's block
- Brainstorm your ideas
- Checklists for testing & tracking your ideas

MODULE TWELVE – BLOG WRITING

- Create Your Power Content
- Types of Blog Posts to Help You Write Faster
- Taking a Cue from Newspaper Writing
- Blog Post Template: A Simple Structure to Make it Easier
- Catchy Headlines
- Find out what to Track & Systematize your Content

MODULE THIRTEEN – KNOCK YOUR IMAGES OUT OF THE PARK!

- Where to Find Images
- How to Make Your Own Images
- Edit Your Images
- Create Shareable Images
- Manage Your Images for Different Social Platforms

MODULE FOURTEEN – SEARCH ENGINE SKILLS

- Find Great Keywords for your Blogs
- Learn to Optimize Your Content for SEO
- How to Optimize Images and Video for SEO
- Internal & External Linking

MODULE FIFTEEN – UPLEVEL YOUR CONTENT

- Creating Freebies, Opt-Ins and Resources on Your Site
- Adding upgrades to your blog posts
- Promoting content upgrades on your website
- Re-use Your Content to Engage Your Email List

MODULE SIXTEEN – USING CONTENT EFFECTIVELY

- Find out how to use your content strategically (for Sales, Marketing & SEO)
- Tie your platforms together with overarching messaging
- Post your content on social media
- Social Media Schedulers
- Systematize your Content: Less Work and More Results!

OVERVIEW

We will give you all the tools you need to be fully equipped to manage your company's marketing strategy online and offline. Learn how to tell your organization's story through social media and traditional public relations. Our expert trainers will help set you and your business up for success.

Each week will feature a one hour webinar on every topic we've included, which will conclude with follow up live Q&A each week over virtual coffee. We'll also have a private Facebook group for more general group questions and discussions. Ongoing email support is also available during the duration of the program.

Review opportunities for other social media accounts and integration.

- **Case Studies:** Assessment of current Elford Communications and We Make Stuff Happen Clients to learn from and evaluate.
- **Direct Observation:** Assessment of practical skills, which can be demonstrated via your social activity.
- **Performance Projects:** Developing Blog Content and subsequent engagement.
- **Self Assessment:** Program members develop their own written and creative skills and judgment to assess themselves and their company. We will assign specific projects to help you stretch and grow.
- **Projects:** We will help you create special events, related to your company marketing calendar and use Social Media to leverage these.
- **Simulations:** We will simulate a Social Media crisis and help you manage the critical path of execution.

OUTCOME

At the end of your intensive training program, you will be awarded the certification of Social Media Director.

Insights and analytics to study reach, engagement and growth of your social business community:

- Clicks on links in your social media posts
- Retweets, Mentions and Direct Messages on Twitter
- Shares on Facebook and LinkedIn
- Comments on your Facebook, Instagram, and LinkedIn posts
- Ratings on your YouTube videos
- Comments & shares on your blog posts

Achieve at least one 350 word Blog post per week – initially, we will work with you side by side to brainstorm and create these. Then as you are more comfortable we will measure and mark your posts. By the end of the program, you will have been encouraged to create weekly blog posts.

You will have been instructed by experts across multiple Social Media Platforms by the end of the Program.

This will massively help you help you grow your Company in gaining strong organic SEO, improved customer communications and the most excellent ways of 21st Century Sales and Marketing techniques.

Scheduled to run January 15, 2019 - April 30, 2019.

Individual and group training sessions with a mix of in-person and virtual trainings. Weekly webinar trainings to be recorded and accessible for all class participants.

The total number of training hours is 150. The cost of program is \$14,997.00, plus GST.

To be eligible to apply for the Canada-Alberta Job Grant, a payment of \$14,997.00 plus GST must be paid in full prior to the course start date and prior to submitting your application to the Alberta Government.

OUR TRAINING PHILOSOPHY

- **Sustained effort:** Success does not come overnight, but through doing the right things consistently over a period of time.
- **Quality:** Providing quality content through social media channels builds the brand, but poor quality content – poorly written or in poor taste – can hurt the brand. For this reason, we place a premium on the quality of the content.
- **Value Added:** Social media is not about broadcasting your products and services; we focus on helping you be an added value to your fans, followers and engage in the online community.
- **Humanize:** Social Media will humanize your brand and allow your ideal audience to relate to you and become ambassadors for your Company.