



Social Media & Marketing Strategy Workshop

- Mission Critical Strategy
- Reach your Target Audience
- Massive Advertising Cost Savings
- 8 Strategic Step Plan

Why You Need a Social Media Strategy!

During our one day Social Media & Marketing Strategy workshop, we help you to create a clear and effective strategy for your business.

94% of Business Owners Don't Have a Social Media or Marketing Strategy!

Building a social media marketing strategy involves 8 critical steps. We will guide you through building a strategic social media marketing plan based on these eight steps.

That being said, it is important to keep your strategy and approach agile to adapt to changes in social media marketing. You need to listen to your customers and integrate things you have learned during your discovery.

We recommend revisiting your strategy quarterly to review your strategy and adjust as appropriate. We will develop KPI's, key performance indicators to do just that.

Your strategic social media marketing plan will map out how to approach social media and have a clear strategy for each social channel you use.

A strong strategy starts with a clear understanding of what is already happening. We do this by teaching you to **"Listen"** to the landscape and show you the tools and techniques we use.

We then start by defining your goals – at a high level. By defining what you want to achieve from your goals and efforts.

Then, we identify your target audience. Identifying your target audience is very important for marketing. This allows us to reach our targeted audiences with laser focus and that is more specific than what is possible in traditional offline marketing.

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Contact your BroadMoar Advisor to enroll.

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