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| **DISCOVER IT Social Media Marketing & Strategy by twofour54 / BrandMoxie - Days 1** | | | |
| **Session No** | **Start Time** | **Session Topic** | **Age Group** |
| 1 | 3.00pm - 3.45pm (45 minutes) | **Creating powerful branding: branding your business for success**  Understanding the fundamentals of branding and the important branding changes you need to make today.   * What is branding? * How to upgrade your product's image to sell * How to position your brand * Key brand communications * Aligning your messaging | 15 years + |
| **Social Media Marketing & Strategy by twofour54 / BrandMoxie - Day 2** | | | |
| 2 | 3.00pm - 3.45pm (45 minutes) | **Marketing dynamics: focusing on a strategy that works**  Integrated marketing focused on the components of a successful integrated marketing strategy for a small or medium business.   * What is integrated marketing? * Understanding how different media work * Paid versus free publicity * How to decide on the best components for your campaign * The key to an effective marketing plan | 15 years + |
| **Social Media Marketing & Strategy by twofour54 / BrandMoxie - Day 3** | | | |
| 3 | 3.00pm - 3.45pm (45 minutes) | **Social media to achieve your sales goals** Understanding the fundamentals of social media ads and strategy to maximize your sales goals.   * The big players of social media * Identifying which social media works for you * Creating posts that sell * Facebook ads vs Google Adwords * Building connections and engagement | 15 years + |