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| **DISCOVER ITSocial 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 + |