

Daily Expansion Labs

PRESENTS SOCIAL MEDIA SCHOOL for B2B and Professional Services Companies

Bring these labs to your company, convention or personal coaching session.



This Series will:

- equip you to grow a strong social media presence
- teach you how to optimize B2B profiles & build your business
- help you understand social media for Professional Services and B2B so you **Get it Right and Get it Done!**

Michelle Cullison will be your Social Media Trainer.

Her expertise has been developed by working with professionals like you to grow their business on the web and beyond (social media, email, search, mobile) since 1993. Expect to learn **high tech concepts** applied to **real business situations** delivered in a **relaxed, friendly atmosphere**. And, you can expect to “**Get it done!**” Please note that you can read detailed course descriptions on the following pages.

Pricing – Call 504-210-7690 for information on corporate training, convention workshops or personal coaching.

Course Details

1. Social Media Strategy: Get it on paper, Get Team Buy-In, Get Results

Lab Objective: To create a document that answers the key questions: Who, What, When, Where, How and Why in relation to your company and social media.

In this lab, participants will:

- Define what the REAL expectations are for social media
- Assess needs and talents within your company
- Get specific about which platforms do or don't makes sense for you and why
- Develop a 1st draft plan to tie platforms and tactics to expectations
- Hash out the real obstacles and work toward solutions for implementing a social media strategy that DRIVES Business.

It is proven that written goals are reached 80% of the time, yet most companies do not have a written strategy for reaching their social media goals. This lab will ensure you GET IT DONE!

2. Social Media Management: From Editorial Calendar to Hootsuite Set Up

Lab Objective: To set up a system to make sure that social media content is strategically written toward specific objectives and delivered daily all year long.

This lab will help you get **strategic, disciplined and excited** about your annual social media content plan and ensure that no matter how busy you get, your company won't go silent on your social channels.

In this lab, you will:

- Create your annual editorial calendar.
- Set up your Hootsuite Social Media Management Account.
- Set up Teams, Scheduled Posts and Searches.
- Interact with your audience in a multi-channel environment.
- Learn how to run event, product/service promotion and other special campaigns

3. Grow Your Business with LinkedIn Personal

Lab Objective: To create an optimized LinkedIn personal profile that positions you as trusted advisor in your realm of expertise for the purpose of developing business relationships that lead to sales.

LinkedIn.com, the social media site for business, is often overlooked and underused but don't let this happen to you! LinkedIn is a gold-mine of IMPORTANT business data, an online networking "event" that's easy to use and a search-engine powerhouse on-site and on Google.

In this LinkedIn Training Lab, you will develop your personal profile to:

- Improve your search engine ranking
- Get the Leads you want
- Strengthen & start business relationships
- Increase your visibility and brand recognition
- Expand your network and your online presence.

The Lab will be a combination of presentation and hands-on lab work so you leave with an optimized LinkedIn Profile designed to generate leads and convert to sales.

4. Grow Your Business with LinkedIn For Companies

Lab Objective: To create an optimized LinkedIn Company Page that highlights your primary services/products, connects employees to your company by expertise or position, adds value to your target audience and integrates with other marketing tools for maximum effectiveness.

In this LinkedIn Training Lab, you will:

- Learn how to increase your company's visibility, brand recognition and SEO ranking
- Set up Showcase Pages for key products/services
- Set up a process to connect employees to the page & invite them to share when it makes sense
- Explore techniques to utilize calls to action, copy, images and videos on LI Pages
- See how to integrate your LI Page with your website to expand your company's online presence.

LinkedIn is the overlooked Most Valuable Player for B2B. **DO NOT MISS THIS.**

5. Facebook Pages for B2Bs: What you Need to Know about Free vs Paid for FB Success

Lab Objective: To equip you to use your Company Facebook Page to grow your business and determine if investing in Ads (Promoted Posts and/or Custom Audiences) is right for your company.

In this Lab, you will learn:

- What's working on Facebook Pages for B2Bs & what isn't
- How to integrate FB with other sites/tools to get more out of it
- What ads types/settings are working for B2Bs
- How to set an Ad budget that gets real results & doesn't break the bank

Facebook continually changes their algorithm and the value of a LIKE continues to fluctuate. However, this network can give you some great exposure with a reasonable time and dollar investment when you work it right. Take this lab and learn how to get it right and get it done.

6. Getting Started with Twitter for B2B: Learn to Tweet/Reply/RT/Message & use Hashtags

Lab Objective: To equip you to use your Twitter profile as yourself or your company for specific business objectives.

In this Lab, you will learn:

- Who to Follow and Talk to on Twitter
- How and when to Tweet, Retweet, Reply and Message
- The GREAT value of the Hashtag
- How to find Hashtags that work for your business
- Which Tools to Use to make Twitter Easier to Manage

Twitter can seem overwhelming (or senseless) when you first get started. But, for the persistent professional who wants new ways to connect with prospects and customers, Twitter offers some amazing benefits. It's fast moving. It's highly searchable. It's relational. With Twitter, you can reach people that may be unreachable with traditional methods, gain greater visibility faster and uncover the real/unmet needs of YOUR customers and prospects. Take this lab to expand your influence in 15 minutes a day.

7. Social Media Writing 101: Next Month's Social Media Status Updates – Get it Done!

Lab Objective: To write 30 status updates that will appeal to your best target audience.

This lab will help you get **strategic, disciplined and excited** about your social media status updates.

You will learn how to:

- Create posts that align with your business goals.
- Repurpose the messaging you already have.
- Turn your messaging into Visuals that can compete with a high paid designer! (This one thing would make the lab a good investment.)
- Use your website as your social media LAUNCH and LANDING pad.
- Relax and know that NEXT MONTH you will be READY to get new leads from your favorite social network.
- Repeat this process every month in 2015.

8. Google My Business: Get Set Up on Google+ & Merge it with Maps/Mobile

Lab Objective: To set up the NEW Google My Business profile that combines Maps, Google Local and Google Plus into one presence.

Getting your business on Google has been confusing! We've had Google Places, Google Local, Google Maps and Google Plus Pages. Google My Business is the solution to bring it all under "one roof." In this lab, participants will:

- locate their current Google properties
- remove duplicate profiles
- step through the sign up process
- optimize the new profile (based on business goals)
- learn how to manage this profile moving forward.

Being on Google and getting it right is important for business because it's Google, the king of search. Register now to make sure your business presence on Google is positioned correctly and optimized to reach your business goals.