

WHAT TO EXPECT FROM THE WORKSHOP

Your brand in a world of others

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Little Islē
Studio



WORKSHOP DETAILS

INTRODUCTION -

My story and how I got here, and introduction with the group.

What stage are you at on your journey?

GENERAL:

Social Media - as one component in the total digital sphere

The importance of not putting all your eggs in one basket

SOCIAL MEDIA:

- The Algorithm - Why is it always changing? Is it always changing? Why is it so hard? What should I be doing?
- Brand Assessment - Identifying your voice. Do you have one? Does it reflect with your brand values?
- What content pillars are you currently working on? What are content pillars?
- Understanding how to use these pillars in the context of your brand presence on social media
- Using competitor insights to your advantage
- How to be consistent and make best use of time management
- How to overcome content blocks
- Influencers - Should I work with them? How can I work with them? What approach to take.
- When you hit a content block - hacks to overcome them.
- The importance of video
- Tools I use constantly and why I think they can be valuable for you too.

QUESTIONS AND DISCUSSION TIME

PART 2

(After the break)

- Your other digital components - tying into your core brand and digital strategy
- The importance of having a holistic strategy
- Where do you go from here..
- Accountability and the opportunity to work together post workshop

Workshop sheets

Downloadable giveaway

Join our private group on facebook for us all to support each other post workshop.

Chance to win a one on one session with Becky