

## Who Should Attend?

Whether you're starting your own business or want it to grow, this is the right place to be. We welcome businesses owners & associates of Micro and Small Enterprises.

- New business that are just starting out
- Established businesses looking for growth



Attend Online sessions(Zoom)



## Key Takeaways

Ditch the age-old marketing practices and embrace Social Media Marketing! Don't miss the opportunity to create a strong social media presence for your business. Watch your business grow leaps and bounds. Grow your business on Social Media Platforms and be a Social Champ.

- Hands-on training for Facebook, Instagram & Google My Business
- Best practices for social media management
- Content and graphic creation training
- Expert mentoring and support
- Lifetime membership to deAsra's community and resources

Session duration:  
**2 hours (each session)**

Participant commitment:  
**12 hours spread over 3 weeks**

### ● How to register?

You're just 3 steps away from being a social media champ!

1. Fill in your details
2. Hit Submit
3. You're in!

# Program Details

- **Social Media Marketing - Foundation (Week 1)**
- **Social Media Marketing - Starter (Week 2)**
- **Social Media Marketing - Pro (Week 3)**

Social Media Marketing- Foundation		Week 1
<b>Session 1</b>	<b>Basics of Growing Business Online &amp; Marketing Plan Assessment</b>	Week 1 Day 1 (2 hrs)
1.1	Digital Channels to Market your Business How to Select the Best Channels for your Business	
1.2	Marketing Plan Assessment	
1.3	Marketing Plan Self-assessment (Submit for Consultation)	
1.4	Mentoring and Consultation - Clinic and Q&A	
<b>Session 2</b>	<b>Review + Content Calendar &amp; Graphics</b>	Week 1 Day 2 (2 hrs)
	Mentoring and Consultation - Clinic and Q&A Which Track to Select?	
	<b>Content Calendar &amp; Graphics</b>	
2.1	Why do you Need a Content Calendar?	
2.2	Creating your Content Calendar	
2.3	Graphics, Visuals and Videos	
2.4	Using Canva	

Social Media Marketing - Starter		Week 2
<b>Session 3</b>	<b>Google My Business</b>	Week 2 Day 1 (2 hrs)
3.1	Marketing on Google My Business	
3.2	Setting up Your Google My Business Page	
3.3	Best Practices to Manage your Google My Business Page	
	<b>Setting up on Facebook</b>	
3.4	Marketing on Facebook	
3.5	Setting up your Facebook Page	
3.6	Facebook Basics	
<b>Session 4</b>	<b>Q&amp;A</b>	Week 2 Day 2 (2 hrs)
4.1	Review	
4.2	Q&A	

Social Media Marketing - Pro		Week 3
<b>Session 5</b>	<b>Facebook</b>	Week 3 Day 1 (2 hrs)
5.1	Marketing on Facebook	
5.2	Optimizing your Facebook Page	
5.3	Best Practices to Manage your Facebook Page	
	<b>Instagram</b>	
5.4	Marketing on Instagram	
5.5	Setting up your Instagram Account	
5.6	Best Practices to Manage your Instagram Account	
<b>Session 6</b>	<b>Q&amp;A</b>	Week 3 Day 2 (2 hrs)
6.1	Review	
6.2	Q&A	