

Social Champ

Instructor-led Social Media Marketing Programme



upGROWTH

www.deAsra.in

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!

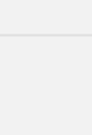
1. Fill in your details 2. Hit Submit 3. You're in!

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
Session 1	Basics of Growing Business Online & Marketing Plan Assessment	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-assesment (Submit for Consultation)	
1.4	Mentoring and Consultation - Clinic and Q&A	
Session 2	Review + Content Calendar & Graphics	Week 1 Day 2 (2 hrs)
	Mentoring and Consultation - Clinic and Q&A	
	Which Track to Select?	
	Content Calendar & Graphics	
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
Session 3	Google My Business	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	
	Setting up on Facebook	
3.4	Marketing on Facebook	
3.5	Setting up your Facbook Page	
3.6	Facebook Basics	
Session 4	Q&A	Week 2 Day 2 (2 hrs)
4.1	Review	
4.2	Q&A	
Social Media Marketing - Pro		Week 3
Session 5	Facebook	Week 3 Day 1 (2 hrs)
5.1	Marketing on Facebook	
5.2	Optimizing your Facbook Page	
5.3	Best Practices to Manage your Facebook Page	
	Instagram	
5.4	Marketing on Instagram	
5.5	Setting up your Instagram Account	
5.6	Best Practices to Manage your Instagram Account	
Session 6	Q&A	Week 3 Day 2 (2 hrs)
6.1	Review	
6.2	Q&A	

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