



Social Media Marketing MasterClass - Goa

beyond
boards



faizanization.com
marketing, sales & growth

- A strategic workshop for start-ups, SMEs, CMOs, thought leaders, artists, students and job seekers to learn social media marketing.
- From the basics to the secrets of social media, you will learn social media in an interactive format with digital marketing consultant Faizan Ansari (<https://www.linkedin.com/in/faizanization/>)
- At the end of the workshop, we will make sure you are ready to market your own business, your own personal brand or the company you are working for through social media channels.
- You will also get a chance to learn how to create digital marketing strategy for a business with examples of big brands.
- The course will also help you to grow your personal brand, build an audience and become an Influencer in your domain.

A smartphone is shown at the bottom of the frame, lying on a dark, textured surface. Above the phone, a multitude of white and light blue digital icons are floating in the air. These icons include speech bubbles, a download arrow, a musical note, a game controller, a globe, a coffee cup, a person icon, a mail icon, a cloud, a photo, and various other symbols representing communication, technology, and lifestyle. The background is a blurred city street at night, with colorful bokeh lights from buildings and streetlights.

WHY YOU SHOULD JOIN?

Entrepreneur/Business owner?

- Welcome to the party and explore the potential of social media to grow your brand 10X.
- Learn to use social media to build a community of your customers.
- Find out how attract new customers and retain them through social media.
- Generate quality leads from social media to grow your business.

An artist/ thought leader/ trainer/ coach/ model/ Influencer?

- Learn how to build & grow your personal brand by developing an authority in your domain.
- Learn how to engage meaningfully and create content that your audience loves to see.
- Learn several amazing tactics to grow your audience or fan base.

Marketing Professional?

- Learn the game of social media marketing and add another skill to your CV.
- Generate quantifiable results for the brand you are working for!
- Take your brand or business & your career to the next level!

Freelancer or Student?

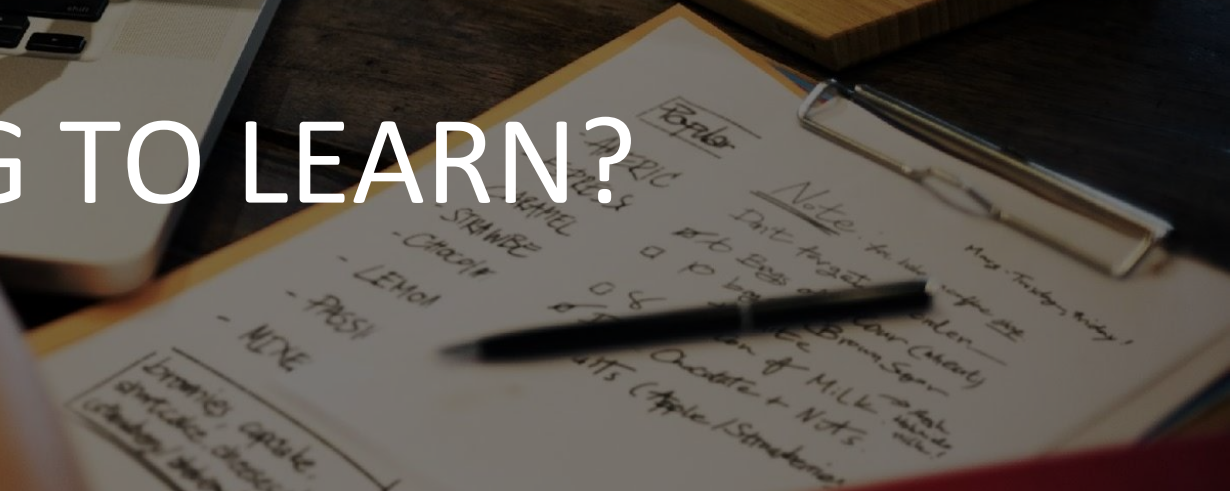
- Explore one of the most powerful career options of the time.
- Learn how to attract employers and clients with social media marketing.
- Secure your future by learning the latest market trends.

More Reasons to join!

- Highly strategic course with super amazing practical approach.
- Specially designed to make sure you get the maximum out of this workshop.
- No hassle of attending a full time course, yes it will be better than a full time course, it saves time and gives you practical know-hows of social media marketing.
- Learn from the industry expert with great hands on social media & digital marketing.
- Walk out with a 'course of action' to bring amazing results for your brand/business or for your personal brand.
- If you are a student or a job seeker, you will get a clear strategy to grab the best opportunity in a digital marketing space.
- Get a social media roadmap for your personal brand/business and achieve it in next 3 months with our help and support.
- Internship opportunity at Beyond Billboards for students and any interested individual.



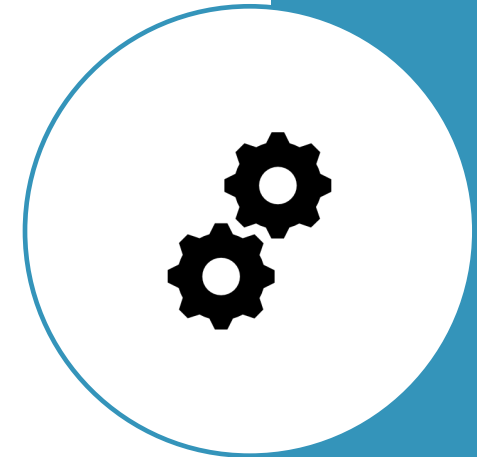
WHAT ARE YOU GOING TO LEARN?



Digital Marketing Ecosystem

(This part is going to clear all the concepts of overall digital marketing ecosystem, which will be useful throughout the masterclass.)

- Understanding digital marketing and its purpose for a company/brand/business/person
- Study of DML (Digital Marketing Lifecycle)
- Understanding a typical online consumer journey
- Exercise: Mapping your audience with the consumer journey and the type of activities required at each stage.



Content Marketing & Digital Channels

- Understanding Inbound marketing
- How content can drive results for a business
- How to create winning piece of content
- Understanding your audience
- Inbound Marketing Cycle



Social Media Strategy

- This is most important part of the overall workshop
- We divide participants into groups to help them first identify their business objectives
- We help them to create a strategy for their business and work on a plan to ensure their success through social media channels
- We will teach our framework to create a winning social media strategy with examples of leading brands in the world.

Social Media Marketing

- Understanding social media marketing & it's importance
- Social Media approach
- How to prepare for social
- Best practices for social media marketing
- Exploring the following social media channels with their significance:
 - Facebook
 - Instagram
 - Twitter
 - Youtube
 - LinkedIn
 - Quora
 - Meetup



Content Creation & Curation

- Different types of content possibilities on social media
- What works on what platform
- Tools to help you create content
- Blogs & Long form content
- Content Curation for social media & blogs
- Videos & GIFs



Social Media for Customer Support & ORM

One of the most important elements to achieve social media success is through amazing customer support.


- How to connect meaningfully with your audience
- How to respond to customer queries
- Online Reputation Management
- Passive CMM & Active CMM
- Crisis Management
- Process Framework to handle everything seamlessly



Social Media Advertising (Paid Ads)

Why do we need paid advertising on social media?

Learn paid ads, types of ads, how to do it & how to optimize the campaigns on each of the following platforms:

- Facebook + Instagram Ads
 - LinkedIn Advertising
 - Twitter Advertising
 - General Optimization techniques/hacks
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Influencer Marketing

- What is influencer marketing?
- Why do we need it?
- Types of Influencers
- How to find and connect with influencers?
- Strategy and planning for Influencer marketing.
- Secret formula to maximize Influencer outreach

Social Media Tools

- From scheduling & reporting tools to deep analysis & listening tools; understanding what tools are available to help you with overall social media marketing.
- Tracking and analyzing everything we do on social media (content, campaigns, influencers, paid ads)
- Optimization techniques
- Google Analytics for social media





Format/Schedule

First Slot (10 am to 1 pm)

- Digital Marketing Ecosystem
- Content Marketing & Digital Channels
- Social Media Marketing
- Content Creation & Curation
- Social Media for Customer Support & ORM

Lunch break & networking.

Second Slot (2 pm to 5 pm)

- Social Media Strategy
- Social Media Advertising (Paid Ads)
- Influencer Marketing
- Social Media Tools

Evening tea & Networking 5 pm to 5:30 pm

Third Slot (5:30 pm to 7 pm)

- ONE-TO-ONE CONSULTATION & Creating a plan for your business for the next 3 months

Other Key-Takeaways

- One-to-one consultation for your business or your career
- Strategy framework template
- Free social media calendar templates & some other cool stuff to make your life easier
- Help in putting up a strategy for your business
- Get a lifetime support to solve your business queries related to social media marketing



Meet your trainer!

Faizan Ansari

Founder & Chief Digital Strategist @ Beyond Billboards

- A digital Entrepreneur with a decade of experience in digital marketing.
- Working with brands, startups and SMEs, helping them craft social media strategy and shape their online presence, he has developed unparalleled expertise and tech skills across the range of social and digital media channels.
- The blend of engineering with marketing skills and creative approach makes him a perfect fit for all your digital needs. He holds extensive experience of managing projects for websites, mobile apps, social media, SEO & SEM of all the sizes. He has worked with brands like BMW, INFINITI, MAF & many more in the gulf region.
- An avid social media practitioner with an inclination towards training & knowledge sharing, he keeps conducting events and workshops to train people for the new digital world.





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SEE YOU AT OUR NEXT EVENT!

Organized by Beyond Billboards:

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