

SOCIAL MEDIA MARKETING MASTERCLASS

WITH FAIZAN ANSARI

- 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 the industry experts.
- 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.



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!

Student? Job Seeker?

- Explore one of the most powerful career options of the time.
- Get a chance to work with the ever growing industry.
- 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 experts 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 access to exclusive weekly webinars that will help you stay updated with the trends and get your queries solved.
- One to one consultation for your business/personal brand for social media growth.
- 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.

CONTENT

My Sites Templates Explore Subscriptions Support

<CONTENT>

Looking for the perfect template?
Choose from 100s of designer templates.
or You can do it yourself. It's Easy & Free!

Start Now!



Drag & Drop



Templates



Mobile Apps



Blogging

WEB DESIGN

WEB DESIGN

WEB DESIGN

WHAT ARE YOU GOING TO LEARN?

Recipe

- AMERIC
- ESPRESSO
- CHAMEL
- STRAWBERRY
- CHOCOLATE
- LEMON
- PINEAPPLE
- MINT

Note: for later recipe...

Don't forget to add...

0.5 cup of Milk...

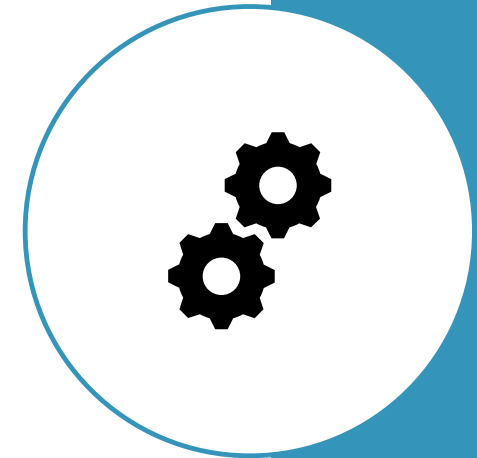
Chocolate & Nuts...

Apple / Strawberry...

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

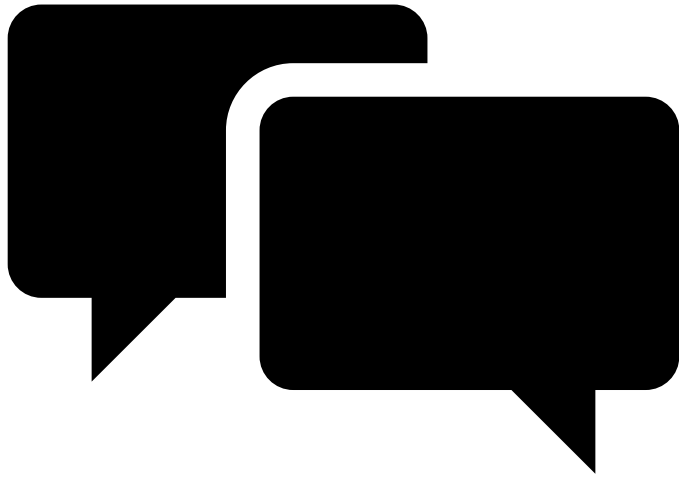




Social Media Marketing

- 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:

- 1) Facebook
- 2) YouTube
- 3) Instagram
- 4) Twitter
- 5) Snapchat
- 6) LinkedIn



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 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 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



Connecting the dots with social media case studies or success stories

Social media marketing for a consultant
(health, mental, fitness, legal)

Social media marketing for a fashion
brand/retail business

Social media marketing for a real estate
business

ONE-TO-ONE CONSULTATION

- This will be the last part of the workshop & surely the best take away for your business/personal brand/career.
- You will share your goals and objectives our experts to be achieved through social media and they will help you to draw a plan of action.
- We will give you a three months plan that you need to follow for your business/personal brand and spend 1 hour everyday on it.
- Every week we will have a webinar to discuss your progress, what's new in the market and how to integrate it in your business.
- You will be able to ask questions during the webinars until 3 months from the workshop. After that you will be able to listen to the webinar but won't be able to ask questions exclusively.
- At the end of the 3 months you would already have achieved great results to continue the battle at your own.
- If you are a student, we will help you with your career path and building your personal profile to attract employers.





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)

- Connecting the dots with social media case studies or success stories
- ONE-TO-ONE CONSULTATION & Creating a plan for your business for the next 3 months

Other Key-Takeaways

- Certificate of participation
- One-to-one consultation for your business or your career
- Three months execution plan for your business / your personal brand, that you will follow by spending one hour every day
- Weekly webinar access
- Strategy framework template
- Customer service process framework template
- Free social media tools
- Free PowerPoint templates to create social media posts easily & amazing slideshow presentations easily.
- Free social media calendar templates & some other cool stuff to make your life easier



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.





Please call us or email to find out the date & venue of our upcoming workshops. Currently we are conducting our workshops in Pune, Mumbai & Nagpur. We can organize it in other cities too based on the interest of the people.

Call/WhatsApp: +91 7028668473

Email Address: “f@beyondbillboards.in”

SEE YOU AT OUR NEXT EVENT!

Organized by Beyond Billboards:

www.beyondbillboards.in

Trainer's personal blog:

www.faizanization.com