



Attention Experts

Digital Marketing Engagement & Growth Experts

Social Media Possibilities & Strategies Workshop

(Advanced)

Be Seen. Be Valued. Be Profitable.

www.attentionexperts.com

Who is Attention Experts?

Attention Experts is a digital marketing growth and engagement strategy agency, which predominately specialise in social media and its strategies. Attention Experts has worked with company's across 15 different industries creating strategy that enables an organisation to a return on investment.

What will be taught in the Social Media Possibilities & Strategies Workshop?

This workshop is focused around the current state of social media marketing as it sits in the first half of 2018. It will involve a full day discussing and collaborating around advanced social media strategy and campagin design.

With a strong intention on providing best practive around the hospitality/ accommodation industry, this workshop will also look into strategies incorporating industry best practcies regarding engagement, resource allocation, risk mangement, campaign build, messenger strategy, lead generation strategy, funnel build strategy and social to email campaign funnel build. It will provide insight into current 2018 engagement trends, campaign strategy and best practices in the hospitality industry today.

The workshop is delivered over one day for 8 hours. Two 3.5 hour presentations to be delivered over the course of the day.

It will be mandatory for each participant to bring a laptop to paticipate in live demonstrations and exercises, in order for this workshop to be a success for the participant.



Schedule

Session 1 - 3.5 hours

- Recapping recent Facebook/Instagram algorithm changes.
- What are current trends occurring with engagement on social media platforms and where is the direction heading for 2018.
- Understanding the landscape of social media with regards to current date effective strategies.
- Social media and the hospitality/accommodation industry.
 - Current best practice
 - Campaign examples
- Social media policy for organisations.
- Review sites moving into 2018 and strategy.
- Social media advertising in 2018.
- Social media platform advertising strategy.
- Facebook pixel strategy in 2018 and audience build
- Advanced Facebook pixel strategy and streamlining into overall campaign.



Session 2 - 3.5 hours

- Facebook advertising campaign build and collaboration.
- Facebook messenger/whatsapp advertising strategy in 2018.
- Integrating Facebook advertising and organic campaigns into overall sales funnel.
- Understanding 'flexibility' points in social media campaigns and integrating with overall strategic marketing targets.
- Flowing Facebook/social media marketing campaigns to email marketing campaigns and how to achieve a return on investment on this.
 - How to achieve overall return on investment targets on campaigns.
- Creating valuable campaign touch points and warm audience build strategies.
- LinkedIn and Snapchat strategies in 2018.

End goal of workshop for participants

- To ensure each participant has left the workshop with clear and usable digital and social marketing methods that can be implemented into their business right away. These methods are cutting-edge strategies and techniques.

- That each participant knows how to measure and evaluate their current digital and social marketing approach, so they can themselves assess if it is at the moment successful or not. They will know why it is, or is not, successful.

- Participants will be able to implement strategies in their own business upon leaving the workshop. They will be able to fully understand how to implement a return on investment campaign in their organisation.

- Each participant will leave the workshop with a genuine confidence that they understand the direction of digital and social marketing, what are the latest trends, and knows how to position their business to be able to handle these trends – with little to no cost, rather than an absorbent cost, in the future.

Presenters

Attention Experts Growth Director - George Hawwa

George is in charge of the overall strategy for client accounts at Attention Experts and ensures that clients are obtaining a suitable return on their marketing investment. He oversees the content, advertising and strategy of client accounts, as well as oversees the current research division of Attention Experts, which identifies and collects data on the latest digital marketing trends and strategies.



COST

\$425 + GST per person

