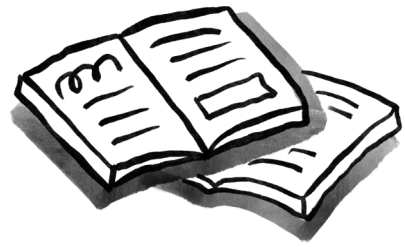


# THE SOCIAL CODE MODULES



## ✦ Introductory Module

### Overview:

- Membership broken into sections - Core Lessons, weekly content/coaching, Q+A Sessions, additional resources

### Setting Up Your Accounts

- Laying ground work and setting up your TikTok, Facebook, Instagram, Pinterest, LinkedIn, and YouTube

### Connecting Accounts

- Have you connected your FB to IG? Is it the correct pages? Can you check your analytics? Are you optimized?

### YouTube

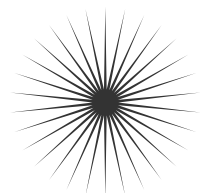
- Long form vs short form; YouTube shorts; using the platform, setting up description box, designing cover photo

### Creating Canva Account

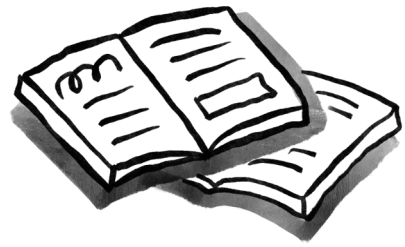
- Free account vs Pro, sign up and navigate through creation, download and use

### Scheduling Content

- How to access and use Metricool, Meta scheduling, Airtable



# THE SOCIAL CODE MODULES



## Module 1

### Digital Marketing:

- What it is, the different marketing channels, digital vs social media marketing

### Importance of a Niche

- Why to niche down, it's importance, how it helps you and how to do it

### Lingo of Your Niche

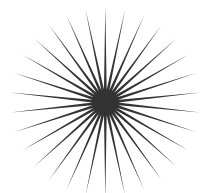
- Expand upon the selected niche, why is it important when it comes to marketing, how to define and maximize it in the online space

### Your Target Market

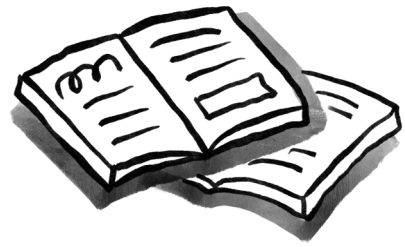
- Expand upon your niche's lingo, identify who your target market is, narrowing in to maximize your efforts, why it's important

### Developing a Strategy

- Begin to outline and create a strategy for how you are going to implement your created niche and target market, learn about reach out and in bound vs out bound engagement



# THE SOCIAL CODE MODULES



## Module 2

### Platforms Explained:

- Basics of platforms to gain better understanding of their creation: TikTok, Instagram, Facebook, LinkedIn, Pinterest, Snapchat

### Importance of a Niche

- Why to niche down, it's importance, how it helps you and how to do it

### Lingo of Your Niche

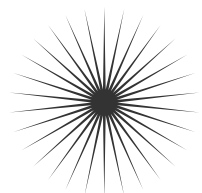
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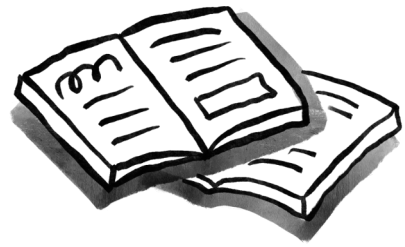
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- Begin to outline and create a strategy for how you are going to implement your created niche and target market, learn about reach out and in bound vs out bound engagement



# THE SOCIAL CODE MODULES



## Module 3

### Auditing Your Accounts

- Learn how to effectively audit your accounts so you know exactly what is going on as well as where you need to concentrate your efforts and what you need to let go of

### End of Month Analytics and Review Templates

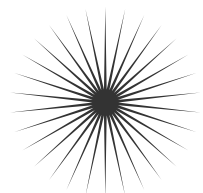
- Review specifically what to look at and do when it comes to end of the month including reviewing analytics and how to implement changes

### Call to Action and Hooks

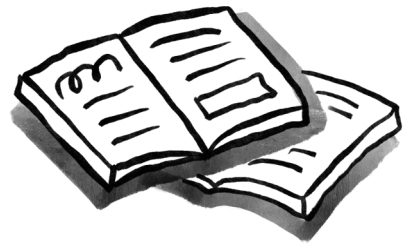
- Grab people's attention through effective hooks and get them to then take action through appropriate call to actions

### CapCut and Video Editing + Posting

- Use CapCut for editing videos and learn the best way to post them to your social channels including use of reel covers and labels for a cohesive look



# THE SOCIAL CODE MODULES



## Module 4

### Video Killed the Radio Star

- Why is video King??? Learn some key points in creating videos and reels for your social media. We'll talk about how to make them, script them, edit them, when to post, how to post, and more!

### SEO/SEM

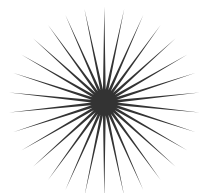
- Search Engine Optimization (SEO) and Search Engine Marketing (SEM) are both key components of getting your content seen. Understand how they work and how you can implement them into your content so that it gets pushed to more people.

### Building Connections

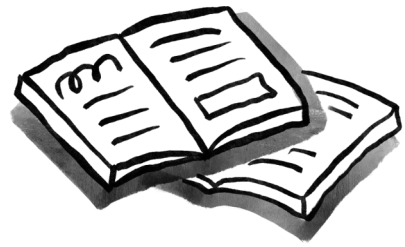
- Let's build genuine connections. Create organic reach outs, connections, and growth that creates long-lasting, engaged followers that help you not only to grow but also bring in the \$\$\$ online.

### Customer Journey and Marketing Funnel

- It's important to note the basics of the journey that a customer goes through when considering whether to follow and engage with you (and ultimately what will take them to a purchase)



# THE SOCIAL CODE MODULES



## Module 5

### Content Creation

- We be building up some fancy content in here! What makes it spicy? What stops the scroll? What are people really looking for?

### Email Marketing

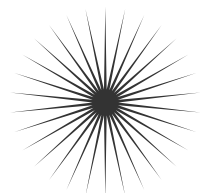
- What exactly is email marketing? How does it work? What are some best practices? Here's the low down on how to maximize efforts when it comes to email marketing.

### Advertising with Meta

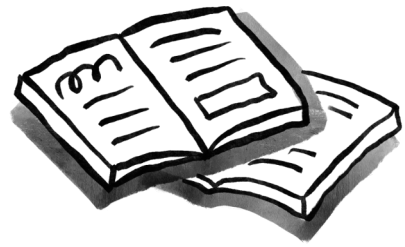
- Have you seen those posts pop up in your feed with "Sponsored" underneath? How do they get that? WHY would they get that? Would it be beneficial for you? Let's talk!

### Customer Service

- Ever been to a restaurant or store and think wow! The customer service here is great! Or the other side - wow! The customer service here stinks! What even IS customer service and what makes great service....great?



# THE SOCIAL CODE MODULES



## Module 6

### Optimizing Campaigns

- Wanting to run a specific campaign? Perhaps even just post on Google an event? What's the best way to do it so that you can optimize your efforts? We'll discuss it here!

### Organization

- By this point we've talked about a LOT when it comes to social media. So how are we to organize all of this? We've talked about some software platforms but what about additional organization to keep our workspace and headspace in order?

### Automation

- Are you wanting to automate your practice/business? Want to set things up once and never have to think of it again? Well, that's probably not realistic as the world wide web is ever-evolving. However, we can set things up so that there is minimal effort to recheck and update when needed. So that, for the most part, your business is running on auto pilot.

### Online Sales

- What's the best platforms to make sales? We're a little partial to HighLevel, which we will walk through, but there are other great platforms out there as well like Stan store, which we will also cover.

