

Winning @ Social Media

Class 300 011821

Social Media is the natural evolution of conversation and communication. It can be used to entertain, inform, and persuade. Like all technology-based industries, Social Media is growing, changing, and evolving quicker than we can keep up with.

In this class you will learn how to identify the avenues best suited for your business goals. We will discuss the pros and cons of the available options and concentrate on the platforms most useful to your individual needs. We will uncover many of the ever-changing secrets, within these communities, and best-practices to get the most impact on pay-per-click and no-cost promotion.

The Master Happiness methodology is all about "Learning while Laughing." You will have fun but will be expected to actively participate in order to get the absolute most out of these sessions. Lessons are a combination of lecture, impromptu presentations, and some homework. The class size is extremely limited so that every attendee can get their individual questions and concerns answered.

This class is taught in 8 - 1 hour sessions. And like all educational presentations by Master Happiness, LLC, these sessions adjust based on the needs and progress of the participants.



How it All Works - Create intriguing content that is focused on your ideal customer. Promote it for the greatest reach, in order to attract visitors and convert them into leads and customers. But what is "intriguing" content? How do I pitch and promote my product, service, and brand? And how do I convert visitors?

Social Media and Search Optimization - These are your two strongest tools for getting prospects to find you. Done correctly, this is the equivalent of knocking on thousands of doors. But not just any doors, behind these doors are people that asked you to knock. Learn to crawl, walk, and run through this process and get it to work for you.

Content - What is your message and how do you want to sing and scream it? Should your message be delivered through word, imagery, or video? What are you trying to say and what are they hearing?

Your Path - There are so many different paths that you can take. Do you want to connect with individuals, families, businesses, all of them, or some very specific people? Each Social Media Community has its own audience, set of rules and protocols, and its own set of secrets. Let's find the right path(s) for you and unlock those secrets.

Promotion - How quickly do you want to grow? Promotion is part of your Marketing Plan. And once that plan is written and your budget is created it is time to write, design, and execute your campaign. Learn how to get the most out of the promotional options that your path offers.

Research, Recreate, and Relaunch - You will quickly learn that the end of one campaign is actually the beginning of the next. It is important to analyze what worked, what didn't, and what could work better. Test, and test, and try again. Marketing is a never-ending process. Social Media is just one of the many vehicles, available to you, in order to reach your goals.

Marty Jalove is an International Life & Business Coach and an Award-Winning Public Speaker. Marty would like to help you uncover your Passion, Mission, and Evolution so that you can truly Master Happiness.



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