



# The Seven Steps to the Social Media Workshop.

A tailor made social media masterclass  
that suits your business needs.

**The Honest Agency.**  
DIGITAL MARKETING & WEBSITES

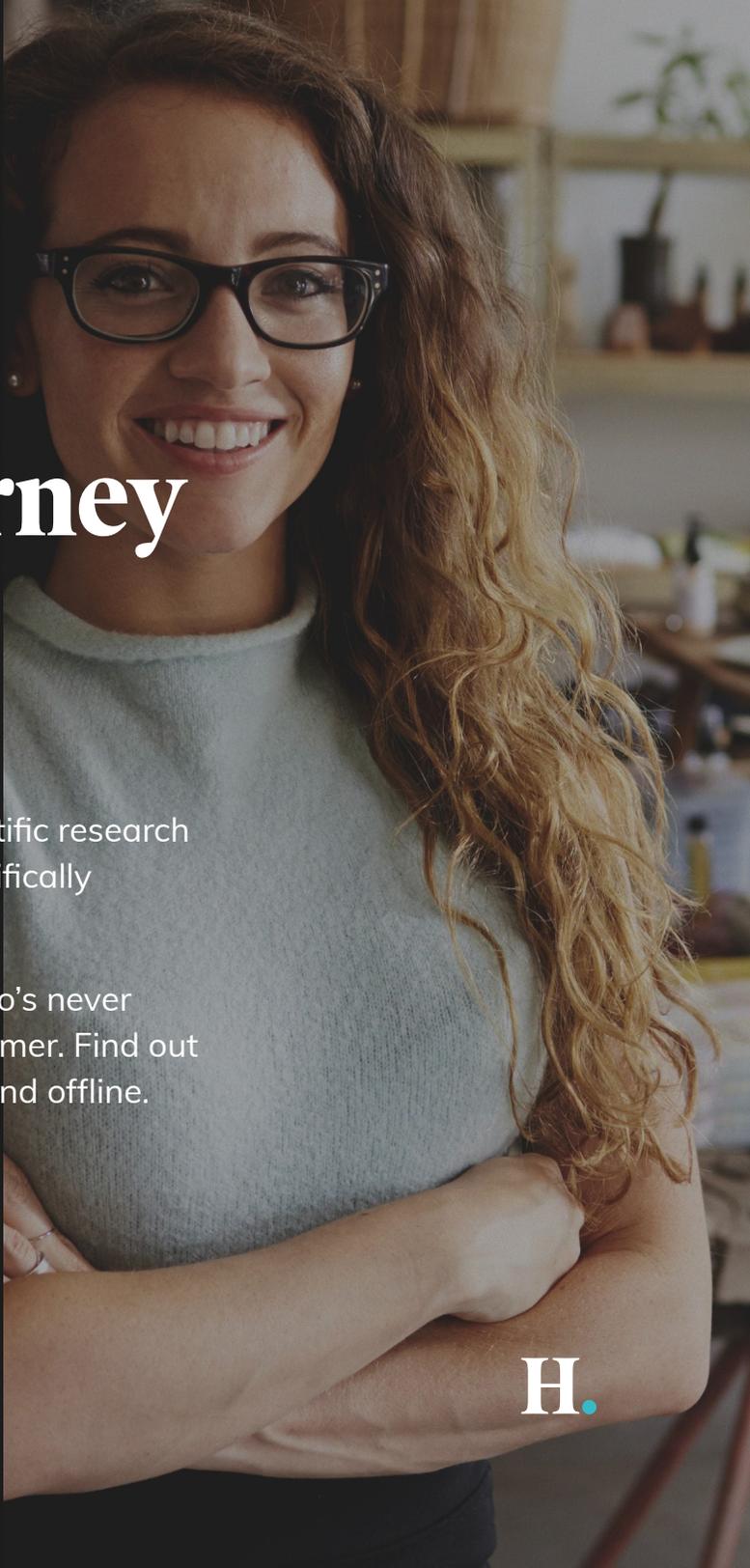
STEP ONE

# Your Customer Journey and Buyer Persona

This is the first and most critical step of the journey.

Find out exactly who your customers are, using proven scientific research that tells you what they're looking for and how you can specifically communicate with them.

Use this workshop to map out the journey from someone who's never heard of your business before, to a loyal and profitable customer. Find out how we can tailor this strategy to suit your business online and offline.



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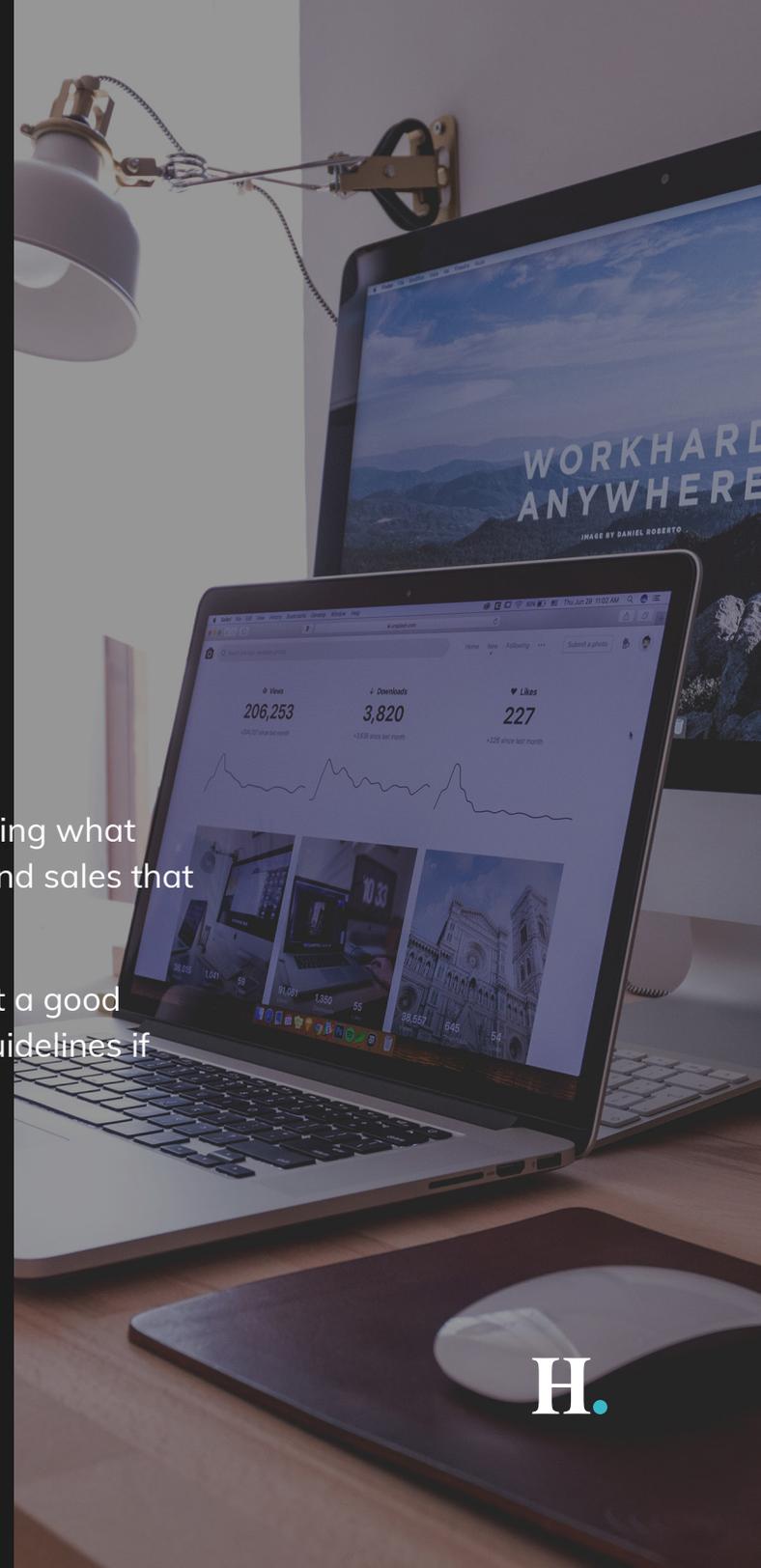
## STEP TWO

# Graphic Design Crash Course

A little design can make your social media stand out.

For every event, graphic and landing page you create, knowing what looks visually pleasing to the eye can land you the growth and sales that your business needs to get to the next level.

At The Honest Agency, we can teach you the basics of what a good design should like. This can be done following your brand guidelines if they are readily available.



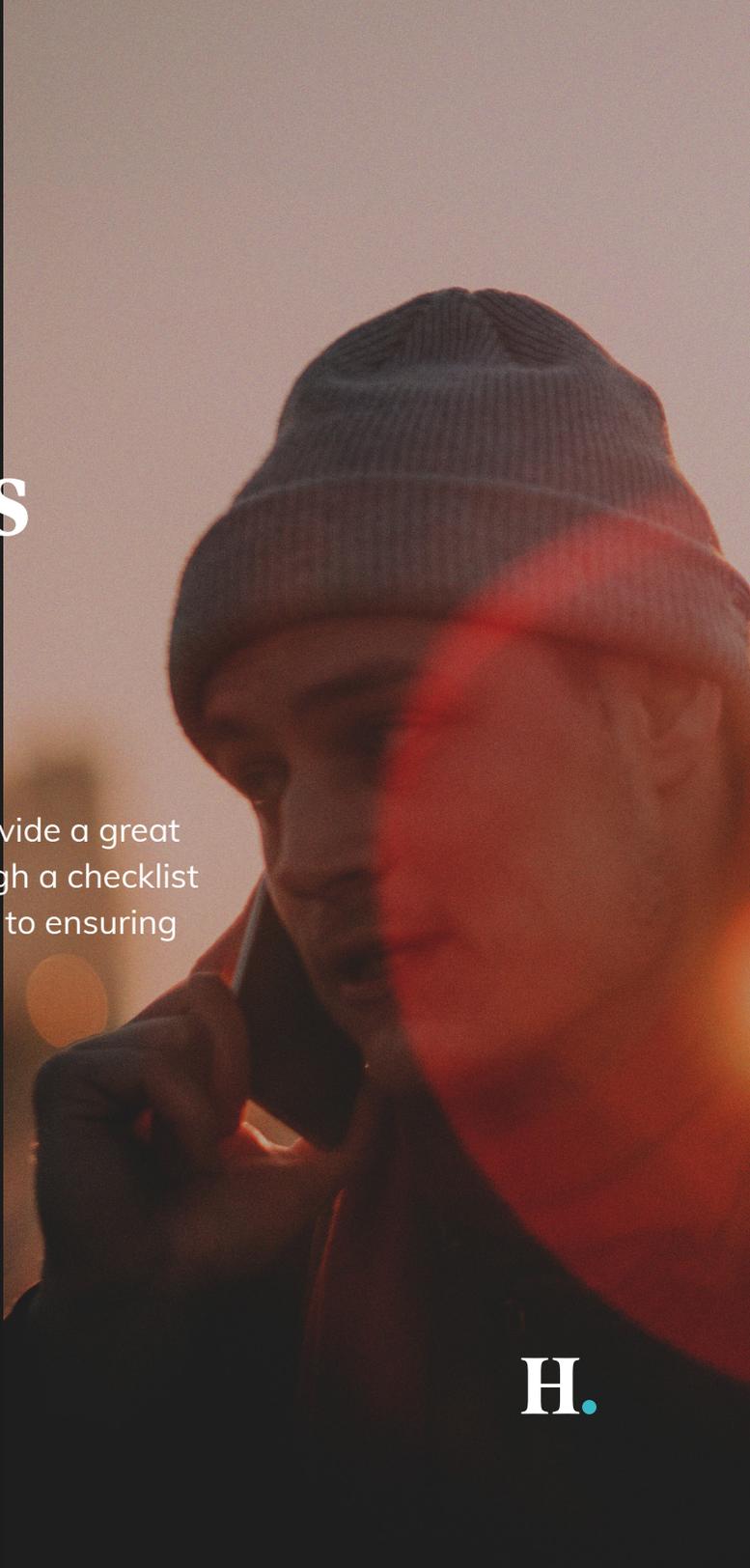
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STEP THREE

# Using Landing Pages That Convert

A strong landing page can ensure a high conversion rate.

We'll have a look at creating pages that are fast loading, provide a great user experience, and that work on all devices. We'll go through a checklist that starts with creating quality content, all the way through to ensuring that everything technical is working and in its place.



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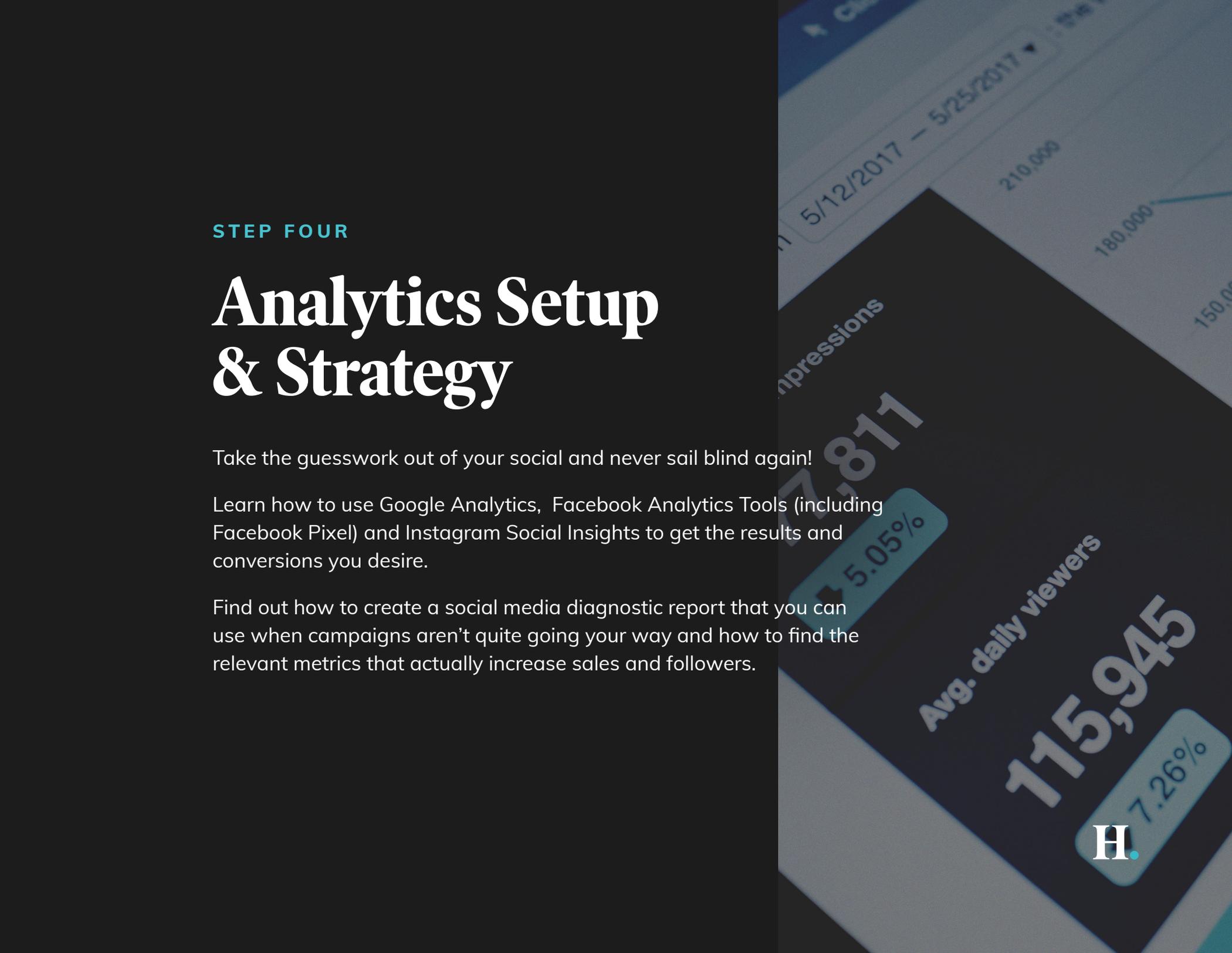
STEP FOUR

# Analytics Setup & Strategy

Take the guesswork out of your social and never sail blind again!

Learn how to use Google Analytics, Facebook Analytics Tools (including Facebook Pixel) and Instagram Social Insights to get the results and conversions you desire.

Find out how to create a social media diagnostic report that you can use when campaigns aren't quite going your way and how to find the relevant metrics that actually increase sales and followers.



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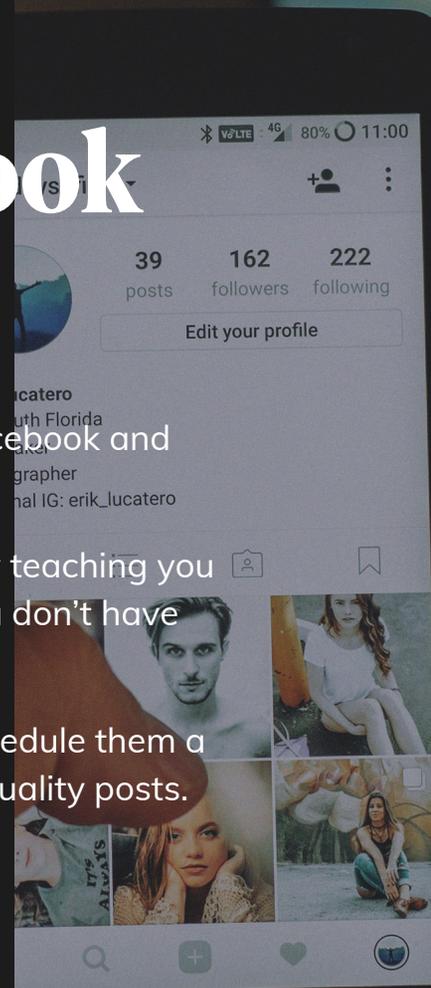
## STEP FIVE

# Instagram & Facebook Content Strategy

Find out how to build an automated content strategy on Facebook and Instagram to meet your business goals and save you time.

As a busy business owner, we'll save you stressful nights by teaching you how to create content ahead of time (Because we know you don't have the time to sit and post content every day).

Create beautiful content with your brand guidelines and schedule them a week or two ahead of time, ensuring a constant stream of quality posts.



## STEP SIX

# Instagram & Facebook Growth Strategy

Learn the secrets that the professionals are using to grow their social media accounts!

These tips and tricks are guaranteed to progressively grow your follower count. Grow your accounts with 1000s of likes and follows using these techniques!

No more paying for likes and followers that generate zero engagement and hurt the reach of your content.



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STEP SEVEN

# Facebook & Instagram Ads That Generate Sales

As nice as it is to grow your likes, shares and follows, it doesn't necessarily guarantee you sales.

This is why the last chapter of our social media workshop ties together all the knowledge and skills learned during the day in order to improve sales using your social media strategy.



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# Contact Our Friendly Team to Apply

If you're interested in signing up to our workshop, or just want to know more about the course, get in touch with our team.

 1300 792 237

 [hello@thehonestagency.com.au](mailto:hello@thehonestagency.com.au)

 [thehonestagency.com.au](http://thehonestagency.com.au)

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