



Lesson	<p style="text-align: center;">Wednesday Wisdom! Weekly Marketing Workshop Schedule LEARN MORE OR PAY NOW!</p>		Date / Time	
1	Conduct Your Own Online Presence Audit Learn how prospects find your business online. You will identify where the Opportunities are, where you're weak, your Competitors are strong; What to do next and Where to Focus .		Wed 24 July 9.30 - 12.00	Wed 7 Aug 14.00 -16.30
2	Help Them Find Your Business Online Get your Discoverability optimised with your Google My Business listing and know what is needed to ignite your Website Marketing Effectiveness.		Wed 31 July 9.30 - 12.00	Wed 14 Aug 14.00 -16.30
3	What & How to Learn out about your Ideal Customers Learn why Buyer Personas are so important; what you need to know and how to gather information from Current Customers that will help you attract more of the same. (SurveyMonkey)		Wed 7 Aug 9.30 - 12.00	Wed 21 Aug 14.00 -16.30
4	Define your Ideal Customer & create Messaging that gets Their Attention: Ideal Customer Avatars are the cornerstone of all your marketing efforts. Learn what to do to get them to ' <i>Know – Like – Trust – Buy</i> '.		Wed 14 Aug 9.30 - 12.00	Wed 28 Aug 14.00 -16.30
5	Intro to Facebook Marketing & Page Optimisation: Tips to set up Social Media Platforms to increase Discoverability & User Experience including Your Story, CTA, Branding & Settings to improve Page Performance.		Wed 21 Aug 9.30 - 12.00	Wed 4 Sept 14.00 -16.30
6	How to Use Images to Enhance Your Content and Social Media: Quality content gets you noticed and read. Great images make users stop and look. We cover Resources, Tools & Best Practice Practices. (Canva)		Wed 28 Aug 9.30 - 12.00	Wed 11 Sept 14.00 -16.30
7	Facebook Marketing Tools & Tips: Implement our Content Calendar to learn Facebook's free tools to attract & engage your Ideal Audience including Status Update; Events, Polls, Insights and more.		Wed 4 Sept 09.30 - 12.00	Wed 18 Sept 14.00 -16.30
8	Content Generation in Practice: DIY Planning, Sourcing, Design Workshop to pull all the Skills learned so far together!		Wed 11 Sept 9.30 - 12.00	Wed 25 Sept 14.00 -16.30
9	Video Marketing & Facebook Live: Video is TOP Marketing Content you can put out there in 2019! Learn How to create, repurpose and do LIVE!		Wed 18 Sept 9.30 - 12.00	Wed 2 Oct 14.00 -16.30
10	YouTube Basics: YouTube is second only to its parent company, Google, which is impressive when you consider the fact that it's beating out Facebook! Best you learn How!		Wed 25 Sept 9.30 - 12.00	Wed 9 Oct 14.00 -16.30
11	Email Marketing : Build & Manage your List; Create Lead Magnets & Opt Ins (Mailchimp).		Wed 2 Oct 9.30 - 12.00	Wed 16 Oct 14.00 -16.30
12	Instagram Basics: Facebook owned, Instagram is arguably the fastest growing networks with highly engaged users. This platform is a great place to increase awareness of your business.		Wed 9 Oct 9.30 - 12.00	Wed 23 Oct 14.00 -16.30
13	LinkedIn Basics: LinkedIn provides organizations with a prime place to share content and showcase thought leadership. Creating and maintaining an up-to-date LinkedIn Page is crucial for any B2B marketing strategy.		Wed 16 Oct 9.30 - 12.00	Wed 30 Oct 14.00 -16.30
<p style="text-align: center;">BONUS 1: From the 1st Paid Sessions you get the current month's access to K.I.S.S. Group (Value R65.00/month) FREE Ts & Cs Apply. BONUS 2: After 8 Paid Sessions you qualify for a complimentary 1-hour Free Marketing Consultation (Value R1125). Best used for Campaign Planning or Facebook Ads</p>				