



Social Media Marketing Mastery

From 0 to 70K/Month



Social Media Marketing Mastery

This workshop goes in two ways

- For those of you who want to start a social media marketing agency from scratch or on the way - make more money
- For those of you who want to use the social media marketing strategy to grow your business, promote your stuff - make more money

In this workshop I'm gonna help you make more money for free period. So stick to the end sacrifice your 2 hours and start a business, or grow one.

Disclaimer! You gotta do this yourself, you can't take notes and throw it

Now we made that clear - Let's dive into social media marketing

The things that I show you today work for any demography

I know this works bc I did it for the past 3 years.

I don't want expect you to take my word on how good the opportunity that I'm about to share with you is, I want to prove it to you



My story

As many of you know I grow up in Adama went to university in astu but had a bad life, made fouts, covid hit and changed my life forever, started as a graphic designer, got in to smma, move out of campus, graduate, move to addis, started to build my own company. .

Now I have yonile a marketing company that's been working with more than **100 clients**. generating **5.2mil** in revenue this year only.

All this time what I really needed was someone to tell me what next step should I take, there was nobody literally. That's what I'm trying to be for you guys

I wanted to tell you guys you're lucky that you start from here and have someone to ask what's next.

If you exactly follow the footprint - you're guaranteed to make at least 20k per month

If I had to do it all over again, this how it would be I'm telling you this so you could cut those years and reach to financial freedom



Demography

1. Age (Anyone between the age of 18-45.)

- This age group is most comfortable with technology and digital tools, making them ideal candidates for learning social media marketing skills through your online course.
- They also desire financial security and are looking to build a sustainable income stream

2. Location (Anywhere)

- The beauty of an online course is its wide reach.
- However, you might see a higher concentration of students from regions within the city as students have reliable access to the course materials and online learning environment.



3. Education (Open to all learners)

- No formal education required, but a foundation in marketing or business is always a plus!
- This course is designed to equip **anyone** with the skills to excel in social media marketing.
- If you're a quick learner with a strong work ethic and a passion for social media, you have everything you need to succeed in this course.

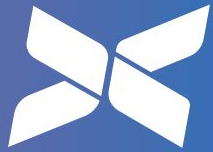
4. Occupation (Open to all professions)

- **Entrepreneurs and Freelancers:** Individuals looking to establish their own businesses or offer social media marketing services as freelancers.
- **Marketing Professionals:** Existing marketing professionals seeking to expand their skillset and stay updated on the latest social media trends.
- **Career Changers:** People looking to transition into the field of social media marketing and build a new career path.



Additionally this course is for anyone who have

- Interest in Social Media Marketing
- Desire for Location Independence
- Content Creators
- Existing Business Owners
- Sales & Marketing Professionals
- Recent Graduates and Job Seekers
- Stay-at-Home Parents and Caregivers



I don't want you to expect to take my word on how good the opportunity that I'm about to share with you is, I want to prove it to you

When I start becoming famous on digital marketing, people offered me crazy amount of money to teach that at their organization. We get to discuss about the module and they said you can take it from google garage...

When I see people pay thousands of birr from a digital marketing teacher that haven't done shit, It really hurts me. bc people that I care are being victims of this.

Somebody approached me saying I have Digital Marketing certificates but I don't know how to get clients - the whole point shutters here. What were they teaching you? You see you've been learning about getting more customer for your clients but you couldn't get one for yourself???



I believe in the principle - do it before you teach it. You've all taken entrepreneurship, business courses and contents but never made any progress bc the person who taught you was never a businessman, he just got a masters degree on the topic, never left the university, never faced the rejection, never tested what he teaches.

For the past three years I've been sharing my experience on social media. Most of know me when I start out, skinny acne guy. You saw me rebuilt myself into becoming the person I always dreamt of becoming, I've been sharing everything from my journey, I've done 27 live sessions with my community and most of them started SMMA with their friends after that. I've received hundreds of messages telling me I woke them up.



I'm telling you this because what I'm about to share it with you today is what I've been doing the past three years, who was a broke kid to making 70k/month still in campus and company owner who generates million.

Honestly in this digital world anything that you do literally anything can lead you to success and it takes less time than you think - I truly believe that.

But the question is how and what are the things to do - you guys tell us it's easy but how

The worst thing about learning from internet specially from foreign gurus is, there is too much content and nobody actually tells you the smallest details that can actually help you in business.



I remember watching hundreds of youtube videos on each topic thinking it would be important and when I actually need to make a decision all the information that I consumed goes out in the window because it wasn't relevant.

Don't get me wrong those informations were important but that's not what I need to hear at that stage, irrelevant.

It's only after countless try and errors that I've come to understand the structure and build my own SMMA in my own way.

That's the reason I'm launching khilx to answer this specific question - how to make money doing anything - Delivering high level education accessible to everyone - more about that later.



It took me 6 months of writing every module, I had no editor. The thing that kept me on track was I always tell myself that there is 16,17,19,30 years old people who rely on me.

The course price is 7,500ETB

I know how valuable it is but I valued the whole thing 7,500 because I want to prove it to you that the principles work.

We will rise price on the next round

What you get inside

In my exclusive course, you'll:

- Explore more from the course highlight
- **Real-World Results:**
- **Your Personal Toolkit:** Access essential resources like content calendars, plug-and-play templates, and business plans to propel your SMMA journey.
- Weekly Live session with me
- Workshop once in two weeks



Who is this course for

- 18 year olds who are trying to gain clarity on your passions and career aspirations before life happens to you.
- trying to break free from the 9-to-5 grind and pursue your entrepreneurial.
- Fresh graduates looking for a job, this is the time to take the risk
- Anyone who is seeking to make at least 70k per month

Bonuses

- I'm gonna give you our content calendar plug and play, Calling and message scripts, proposals, business plans
- 4k worth of master card with only 3.5k additional payment
- We only give the card for the first 10 people who enroll first
- If you're gonna enroll today, you get all the bonuses.
- Price is going up on the second round



Important Notes

- I want this course to be special for each one of you.
- My goal is not to produce employees, its to build business owner
- That's why I limit the number of enrollments
- I'm shutting it down after few days.
- If you join now you'll be able to be part of the first community - if not you gonna have to wait 2-3 weeks and price will go up

Guarantee

If you're the type of person who needs guarantee before taking action, this probably not gonna work for you. I'm looking for motivated people who can take each step and won't quit before starting

- If we sat that clear, If you can't get your first client, I'll help you get there myself for 1 week
- If you successfully complete the course in the top 10 - 100% job guarantee
- Either you get clients, be part of a company, or join us



Decide

- This is a tiny investment - ROI is crazy
- Enroll now and be part of this thriving community

My mission is to provide quality education to the youth, I've been doing that on YouTube for absolutely free because I care so much about that

If you believe in building your life

Doing work that others won't

Take control of your life

Join me in this community!



Let's dive into today's workshop



Social Media Marketing Mastery

This workshop has two tracks designed to help you achieve your goals

1: Build Your Dream Social Media Marketing Agency

- ❑ Learn everything you need to launch and grow a successful social media marketing agency from scratch.
- ❑ Discover how to attract clients and generate consistent revenue.
- ❑ Gain the skills to empower other businesses with powerful social media strategies.

2: Supercharge Your Business with Social Media

- ❑ Master the art of using social media to skyrocket your brand awareness and sales.
- ❑ Unleash the power of social media advertising to reach your target audience effectively.
- ❑ Learn proven strategies to engage your followers and convert them into loyal customers.
- ❑ No matter your starting point, this workshop equips you with the tools and knowledge to turn social media into a revenue-generating machine!



Social Media Marketing Mastery

What is a Social Media Marketing Agency (SMMA)?

- An SMMA is a service provider that specializes in helping businesses leverage the power of social media.
- They act as an extension of your marketing team, taking the burden off your shoulders and crafting effective social media strategies to achieve your goals.

Here's what an SMMA typically offers:

1. Creative Services:

The creative part of the SMMA develops engaging content to capture your audience's attention.

This includes

Design: Eye-catching visuals like graphics and infographics.

Video Production: Compelling video content to showcase your brand and products/services.

Content Writing: Engaging copywriting for social media posts, captions, and ad copy.

Campaign Ideation: Brainstorming fresh and innovative campaign concepts.



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2. Social Media Marketing Strategies

An SMMA will create a customized blueprint for your social media presence.

This strategy outlines:

Target Audience Identification: Defining who you want to reach on social media.

Platform Selection: Choosing the most relevant social media platforms for your target audience.

Content Calendar Development: Planning the types of content to post and when.

Community Management: Strategies for engaging with your audience through comments and messages.

Social Media Analytics & Reporting: Tracking performance and measuring campaign effectiveness.



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3. Social Media Campaigns

An SMMA can create and manage targeted campaigns for specific goals.

This Includes:

Brand Awareness: Increasing brand recognition and visibility.

Lead Generation: Attracting potential customers and generating leads.

Website Traffic: Driving traffic to your website or landing pages.

Sales & Conversions: Increasing sales and customer conversions.

Customer Engagement: Building stronger relationships with your audience.



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Why Consider a Social Media Marketing Agency (SMMA) Career?

1. High Demand and Growth Potential

The social media marketing industry is booming! Businesses of all sizes recognize the power of social media and increasingly seek expert help to manage their online presence. which means high demand for skilled SMMAs, offering excellent job security and career growth opportunities.

2. Location Independence and Flexibility

SMMA work often allows for location independence. With the right tools and internet connection, you can manage clients and run your business from anywhere in the world. This provides incredible flexibility, allowing you to travel, work from home, or tailor your schedule to your lifestyle.

3. Low Barrier to Entry

Unlike many professions, an SMMA career doesn't require a massive upfront investment. You can gain the necessary skills through online courses, workshops, or self-study. This makes it a very accessible option for individuals looking to launch a new career.



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Understanding the Modern SMMA Business Model

The landscape of social media marketing has evolved significantly.

While posting and boosting content can be a starting point, thriving in the modern marketplace requires a deeper understanding.

Here's why an SMMA goes beyond basic tactics to become a strategic partner for businesses:

1. Deep Dive into the Business: An effective SMMA takes the time to truly understand your business, its goals, target audience, and brand voice. This allows them to develop a customized and strategic approach that aligns with your specific needs.

2. Data-Driven Decisions: Modern SMMAs utilize data analytics to measure the effectiveness of campaigns and make data-driven decisions. This ensures your social media efforts are constantly optimized for maximum impact.



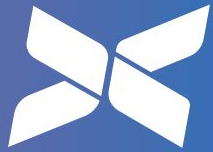
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3. Integrated Marketing Strategy: Social media marketing doesn't exist in a silo. A skilled SMMA understands how social media integrates with your overall marketing strategy.

They can create a cohesive approach that leverages social media alongside other marketing channels for maximum reach and engagement.

4. Long-Term Growth Partner: The best SMMA's become strategic partners in your business growth.

They're invested in your success and will work collaboratively to develop long-term strategies that support your overall business objectives.



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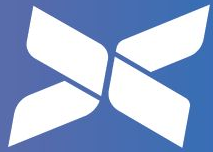
Services to Offer

Social media marketing (SMM) is often seen as a simple task of creating accounts and posting content. However, the true power of SMM lies in its ability to achieve significant results for businesses when done strategically.

Here's what goes beyond the basics:

1. Building a Strong Foundation

- **Account Creation & Optimization:** It all starts with setting up the right social media profiles for your business. This includes choosing the relevant platforms, crafting compelling bios, and optimizing profiles for search.
- **Content Calendar & Strategy:** Effective SMM is not about random posts. A well-defined content calendar ensures consistent brand messaging and a strategic mix of content types (e.g., images, videos, blog posts) to keep your audience engaged.



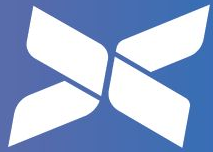
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2. Mastering Engagement

Engagement is the literal lifeblood of social media marketing.
It goes beyond simply posting content.

They employ strategies to

- **Spark conversations:** Encourage comments, shares, and replies through thought-provoking questions, polls, and interactive content.
- **Build relationships:** Respond to comments and messages promptly, fostering a sense of community and building trust with your audience.
- **Community Management:** Actively monitor conversations and address any issues promptly.



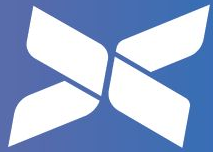
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3. Crafting a Powerful Brand Identity

Social media is a prime platform for building and strengthening your brand.

An SMM understands how to

- ❑ **Maintain Brand Consistency:** Ensure all content aligns with your brand voice, visuals, and messaging.
- ❑ **Showcase Your Brand Personality:** Infuse your social media presence with your brand's unique personality to connect with your audience on an emotional level.
- ❑ **Tell Your Brand Story:** Use social media to share your brand story, values, and mission to build deeper connections with your followers.



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How To Get Paid

There are several ways an SMMA can generate revenue and build a profitable business. Here are some key strategies:

1. Management Fees

This is the primary source of income for most SMMAs. You charge a monthly retainer fee to clients for managing their social media presence. This fee covers the ongoing services you provide, such as:

- ❑ **Strategy Development & Implementation:** Creating and executing a customized social media strategy aligned with the client's goals.
- ❑ **Content Creation & Curation:** Developing engaging social media content, including posts, images, and videos.
- ❑ **Community Management:** Monitoring and engaging with your client's audience on social media platforms.
- ❑ **Social Media Analytics & Reporting:** Tracking performance metrics and reporting results to the client.

The management fee structure can be based on factors like the number of platforms managed, the level of service provided, and the size of the client's business.



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2. Advertising Revenue Sharing

If you manage paid social media advertising campaigns for your clients, you can negotiate a revenue-sharing agreement. This means you'll earn a percentage of the advertising budget you spend on behalf of the client.

3. Upselling Content Creation Tools

You can offer additional services like creating high-quality videos, graphics, or other content assets for a separate fee. Alternatively, you could partner with content creation tool providers and earn a commission for referring clients.

4. Training and Consulting

As your expertise grows, you can offer training sessions or consulting services to businesses looking to build their own internal social media marketing capabilities.

By combining these monetization strategies, you can create a sustainable income stream for your SMMA and scale your business based on your needs and goals.



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Finding Your Niche and Services

Building a successful Social Media Marketing Agency (SMMA) starts with focusing on a specific niche and offering targeted services. Here's a breakdown to help you navigate this crucial decision:

Choosing Your Niche

Before diving in, ask yourself these key questions to identify the right niche:

- ❑ **Profitability:** Are businesses in this niche typically generating significant revenue (ideally \$100k - \$300k per month)? A profitable niche ensures clients can afford your services and helps you build a sustainable business.
- ❑ **Passion:** Do you have a genuine interest in this niche? Passion fuels your enthusiasm for delivering results and fosters a deeper connection with clients who recognize your genuine care.
- ❑ **Shared Language:** Understanding the niche's language and industry specifics allows you to communicate effectively with clients and tailor your strategies for maximum impact.
- ❑ **Business Model:** Do you have a basic understanding of how businesses in this niche operate? Familiarity with their business mechanics helps in crafting relevant marketing strategies.



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Profitable Niche Examples To Consider

- ❑ Fitness Centers & Gyms
- ❑ Dental Practices
- ❑ Ecommerce Businesses
- ❑ Real Estate Agents
- ❑ Coaches & Consultants
- ❑ Restaurants



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Why is Focusing on a Niche is Important (Especially After 6 Months)

- ❑ **Mastery:** With a focused niche, you can refine your expertise and deliver consistently better results by knowing what works best for that specific audience.
- ❑ **Streamlined Processes:** You can develop a repeatable system for onboarding clients and managing their social media presence, saving time and effort.
- ❑ **Reputation Building:** By specializing, you become known as the "go-to" agency for social media success within your chosen niche.
- ❑ **Targeted Marketing & Outreach:** You'll understand the language and pain points of your niche audience, allowing for more focused marketing and outreach efforts.



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Selecting Your Services

Now that you have a niche in mind, it's time to choose the services you'll offer.

Here's a guide to help you make this decision

Focus on What You Know

- ❑ Do you possess the skills to deliver a service yourself? If so, prioritize results-based services that directly tie to your expertise.
- ❑ Can this service be easily measured and demonstrate clear value to clients? Focus on areas where you can showcase the impact of your work on metrics like sales, engagement, or brand awareness.

Outsource When Necessary

- ❑ Don't be afraid to outsource! If you lack expertise in a desired service, find reliable partners to deliver those services within your budget.



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Commonly Offered SMMA Services

- ❑ **Facebook & Google Ads Management:** Help clients reach new audiences through targeted paid advertising campaigns.
- ❑ **Social Media Management (SMM) & Content Creation:** Develop and execute a comprehensive social media strategy, including creating engaging content.
- ❑ **Graphic Design & Video Editing:** Craft high-quality visual content that aligns with your client's brand and resonates with their audience.
- ❑ **Web Creation & Management:** Build and maintain user-friendly websites that support the overall marketing strategy.

By following these guidelines and carefully considering your strengths and passions, you can identify the perfect niche and service combination to launch your successful SMMA.



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Setting Up Your Agency

Building your Social Media Marketing Agency (SMMA) goes beyond picking services. Here's a roadmap to guide you through the crucial initial steps:

1. Crafting Your Brand Identity

- ❑ **Pick a Captivating Name:** Choose a name that reflects your agency's personality, resonates with your target niche, and is easy to remember and pronounce.
- ❑ **Secure Your Domain:** Register a domain name that aligns with your agency's name and creates a professional online presence.



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2. Building Your Team (The Unbreakable Link)

There's a misconception that running an SMMA is about finding clients and outsourcing everything else. While outsourcing can be valuable, building a reliable team is crucial.

Here's the approach

- ❑ **White Label vs. Transparency:** Don't hide behind white labeling. Be transparent with clients about your team structure and the value you provide in managing the process.
- ❑ **Why Contractors Benefit:** Many skilled individuals prefer working as contractors for the flexibility it offers. As an agency owner, you attract talent they might not pursue themselves.
- ❑ **Why Clients Choose You:** Clients understand the value of a professional agency that oversees their entire social media strategy. They seek a reliable partner, not just individual contractors.



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3. Finding Reliable Contractors

- ❑ **Utilize Facebook Groups:** Many Facebook groups connect SMMAAs with qualified freelancers.
- ❑ **Focus on Clear Agreements:** Establish a formal agreement with your contractors outlining scope of work, fees, communication protocols, and ownership of deliverables.

4. Building a Cohesive Team

The goal is to transform your contractors into valued team members. Here are some strategies:

- ❑ **Onboarding Calls:** Include contractors in initial client onboarding calls to foster collaboration and client understanding.
- ❑ **Agency Email Addresses:** Provide them with professional email addresses linked to your agency's domain.
- ❑ **Communication Tools:** Utilize collaboration tools like Slack to streamline communication and project management.



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5. Communication is Key

- ❑ **Regular Updates:** Keep clients informed, even if there are no significant developments. Daily or bi-daily updates show your commitment and transparency.
- ❑ **Fair Contractor Fees:** Consider offering flat fees with a reasonable markup instead of keeping 100%. This incentivizes good service while ensuring a fair profit for your agency.

By following these steps, you can establish a strong brand identity, build a network of reliable contractors, and foster a collaborative team environment – all crucial elements for a thriving SMMA.



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Client Acquisition Strategies

Attracting clients is the lifeblood of any agency.

Here's a breakdown of effective strategies to build your client base:

1. Targeting Your Audience

There are two main approaches to client outreach:

- ❑ **Warm Outreach:** This focuses on reaching out to those who are already familiar with you or your brand. This includes past connections, referrals, and your existing social media audience.
- ❑ **Cold Outreach:** This targets potential clients who have no prior knowledge of you. Cold outreach requires a more strategic approach to generate interest.



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2. Warm Outreach Strategies

- ❑ **Direct Outreach (1-to-1):** This involves personalized communication with warm leads through email, calls, direct messages, or SMS.
- ❑ **Public Outreach (1-to-Many):** Create valuable content for your social media platforms or blog that showcases your expertise and attracts potential clients from your warm audience.

Warm outreach is typically less effort-intensive as you already have some level of connection established.

However, growing your warm audience over time is essential for sustained success.

3. Cold Outreach Strategies

1-to-1: This involves sending personalized cold emails or messages to potential clients based on specific criteria relevant to your niche.



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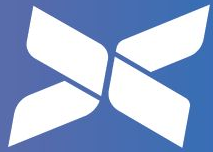
4. Paid Advertising (1-to-Many)

This involves running targeted ads on social media platforms or search engines to reach a broader cold audience matching your ideal client profile.

Here's a breakdown of **Alex Hormozi's** Image Approach

- ❑ **1-to-1 Warm Outreach:** Directly contacting individuals within your existing network (email, calls, DMs, SMS)
- ❑ **Warm Audience List Building:** Build a targeted list of 100 potential clients on your chosen platform (e.g., Facebook groups, LinkedIn). Personalize your outreach messages to resonate with each lead.
- ❑ **Warm Audience Content Marketing:** Create valuable content on social media or your blog that attracts and educates potential clients from your warm audience.

By combining warm outreach strategies and considering both paid and organic cold outreach techniques, you can create a multi-faceted client acquisition plan for your SMMA.



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The Essential Team for Your SMMA

Building a successful Social Media Marketing Agency (SMMA) requires a team of skilled individuals working together.

Here's a breakdown of the key players who contribute to your agency's success:

- ❑ **Agency Owner/CEO:** Provides overall leadership and vision, sets the strategy, manages client relationships, and oversees business development.
- ❑ **Social Media Manager:** Develops and executes social media strategies, manages content calendars, schedules posts, and analyzes campaign performance.
- ❑ **Copywriter:** Creates engaging and persuasive content for social media posts, ads, and other marketing materials.
- ❑ **Ads Specialist:** Manages paid advertising campaigns across various platforms (e.g., Facebook Ads, Google Ads) to reach target audiences and achieve campaign goals.
- ❑ **Graphic Designer & Video Editor:** Creates high-quality visual content (images, infographics, videos) that aligns with the brand identity and resonates with the target audience.



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How to Make 70k/month With Social Media Marketing (The exact steps I took)

Social media marketing is a powerful tool, but what if your business isn't built on social media itself?

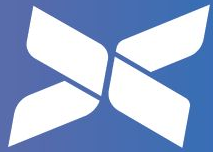
Here's how to leverage social media to attract customers and boost sales, even if you have existing products or services:

The Core Principle: Awareness Leads to Sales

It's simple: the more people who know about your offering, the higher your chances of making sales. Just like celebrities and influencers, brand awareness through social media advertising translates to a larger customer base.

You Have a Solution, They Have a Problem: Making the Connection

Social media isn't just about posting and promoting. It's about identifying your target audience and the problems they face.



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Here's a breakdown to get started

Step 1: Identify the Problem

- Define the problem you aim to solve and your target audience.
- Solutions generate further problems; begin by addressing a specific, impactful issue.
- Ensure your core offer addresses subsequent challenges.

Step 2: Develop a Solution

- Utilize three lead magnet types: Awareness, Solution Trial, and Multi-step Solution.
- Strive for a lead magnet that encapsulates all three functionalities.



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Step 3: Delivery Mechanism

- ❑ Choose the appropriate delivery method based on your offering type.
- ❑ Options range from software and information products to services and physical goods.

Step 4: Enhance Quality

- ❑ Deliver unparalleled value, surpassing the perceived value of your core offer.
- ❑ Providing pre-purchase value cultivates trust and establishes reputation.
- ❑ Conclusion:

By following these structured steps, you'll not only attract potential customers but also establish a reputable brand in your industry.



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For those of you who needs more detailed answer

If you want to take things further, and want to invest on your future I have a gift for you

After planning it for 1 year and working on it for 5 months, Today we launch Khilx,....

Khilx is skill based e-learning platform and the first program is SMMA by Yonas Himself

Skill is the most important thing right now

If you have one I can show you how you can monetize it and if you don't, I'll teach you myself

If you ignore all the other stuff and get one more client, one more customer you're going to make 20k/month profit one time.

I know how valuable it is but I valued the whole thing **7,500**

I believe this is a fair price because if you ask me to teach you one on one I'll charge you 1k per hour. Also compared to other courses on the market, you got a fair deal



Social Media Marketing Mastery

Here is what you get inside the program

Week 1: Fundamentals

- **Introduction to Social Media Marketing:** Gain a comprehensive understanding of the core principles and landscape of social media marketing.
- **The Business Model:** Learn the key revenue streams and operational structure of a successful SMMA.
- **Social Media Management:** Master the strategies and techniques for managing client social media presence effectively.
- **Content Creation:** Discover how to craft engaging and high-performing content for various social media platforms.
- **Social Media Advertising:** Unlock the power of paid advertising on social media to reach targeted audiences and achieve campaign goals.
- **Influencer Marketing:** Explore the world of influencer marketing and leverage its potential for brand awareness and engagement.
- **How to Pick a Service:** Identify the right social media services to offer based on your skills and market demand.
- **ICP & Niche:** Define your Ideal Client Profile (ICP) and choose a profitable niche for your SMMA.
- **All About Platforms:** Delve into the specific functionalities and best practices for leading social media platforms.



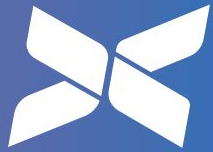
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Week 2: Mindset

- **Mindset to Carry Through Elimination and Focus:** Develop the mental fortitude and focus necessary to overcome challenges and achieve success.
- **Creating a Support Group:** Learn the importance of building a support system and network to propel your SMMA journey.

Week 3: Cash Flow to Your Business

- **Pricing Your Services:** Develop a strategic approach to pricing your social media marketing services competitively and profitably.
- **Client Negotiations in the SMMA:** Master the art of negotiating with clients to secure favorable deals and establish clear expectations.
- **Picking the Right Client:** Learn how to identify ideal clients who are a good fit for your agency's services and values.
- **Maintaining Cash Flow:** Discover strategies for managing your agency's finances and ensuring consistent cash flow.



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Week 4: Lead Generation

- ❑ **Basics and Process of Lead Generation:** Grasp the fundamental principles and steps involved in generating qualified leads for your SMMA.
- ❑ **Cold Calling:** Learn effective cold calling techniques to connect with potential clients and present your services.
- ❑ **Cold Messaging:** Master the art of cold messaging via email or social media to reach out to prospective clients.
- ❑ **Lead Storage and Organization:** Discover tools and methods to effectively store, manage, and organize your client leads.

Week 5: Sales Process

- ❑ **Understanding the Sales Process for a SMMA:** Learn the specific steps involved in closing deals and converting leads into paying clients.
- ❑ **Handling Objections:** Develop strategies for overcoming common objections clients might raise during the sales process.
- ❑ **Sales Process On-boarding Process:** Streamline your client onboarding process to ensure a smooth transition from lead to active client.



Social Media Marketing Mastery

Week 6: Facebook Advertising

- **Understanding Facebook Ads Manager:** Navigate the Facebook Ads Manager platform and understand its functionalities.
- **Audience Targeting and Budgeting:** Learn how to target the right audience with your Facebook ads and set effective campaign budgets.
- **Creating the Perfect Ads:** Discover the secrets to crafting compelling and high-converting Facebook ad campaigns.
- **Facebook Restrictions:** Understand Facebook's advertising policies and restrictions to avoid ad disapprovals.
- **Accessing Best Payment Methods:** Learn about the different payment methods available for running Facebook Ads



Social Media Marketing Mastery

Week 7: Building a Business

- **Setting Up Your Agency:** Learn the legal and administrative steps involved in establishing your SMMA as a business.
- **Building the Right Team:** Discover how to identify, hire, and manage the right talent to build a strong and efficient team for your agency.
- **How to Build Your Business Online:** Explore strategies for creating a professional online presence for your SMMA to attract clients.
- **Systems and Processes:** Learn how to implement systems and processes to optimize your agency's operations and workflow.
- **Notion Tutorials:** Gain hands-on experience with Notion, a popular project management tool, to organize your agency's workflow.



Social Media Marketing Mastery

Week 8: Scaling

- **Building Your Funnel:** Learn how to create a sales funnel to attract leads, nurture them, and convert them into paying clients.
- **The Middleman Business Model:** Explore alternative revenue models like the middleman approach for scaling your SMMA.
- **Leveling Up Your Game:** Discover strategies for ongoing learning and development to stay ahead of the curve in the ever-evolving social media landscape.
- **Staying Ahead of the Curve:** Learn how to anticipate and adapt to industry trends to maintain a competitive edge.

This program offers a comprehensive roadmap to equip you with the knowledge and skills you need to launch and thrive in the exciting world of social media marketing agencies.



Social Media Marketing Mastery

When you join our Exclusive Social Media Marketing Agency (SMMA) Course

What You'll Get

- ❑ **Deep Dive into the Course:** Explore detailed information about the course curriculum beyond the highlights provided.
- ❑ **Real-World Results:** Learn about past student successes and the potential impact this course can have on your business.
- ❑ **Your Personal Toolkit:** Gain access to essential resources like content calendars, customizable templates, and business plans to jumpstart your SMMA journey.
- ❑ **Live & Workshop Sessions:** Benefit from weekly live sessions with the instructor and bi-weekly workshops for additional guidance and support.



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Who Should Enroll

- ❑ **Young Adults (18+):** Gain clarity on your passions and career path before life takes over.
- ❑ **Entrepreneurial Aspirations:** Break free from the 9-to-5 grind and pursue your dream of business ownership.
- ❑ **Recent Graduates:** Take control of your career path and explore entrepreneurial possibilities.
- ❑ **Income Seekers:** Learn strategies to reach your financial goals, aiming for a monthly income of at least \$70k.



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Bonus Incentives (Limited Time)

- ❑ **Content Calendar Plug-and-Play:** Receive a pre-made content calendar template to streamline your social media planning.
- ❑ **Calling & Messaging Scripts:** Utilize effective communication templates for client outreach and sales conversations.
- ❑ **Mastercard Bonus (First 10 Only):** Enroll among the first 10 students and receive a \$4,000 value Mastercard with an additional payment of \$2,500.
- ❑ **Enroll Today Bonus:** Secure all the above bonuses by enrolling today (scarcity & urgency).
- ❑ **Price Increase:** Be aware that the course price will increase after the initial launch period.

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As we have mentioned before, this course is designed for motivated individuals who are ready to take action and commit to the program.

If you require absolute guarantees before taking action, this might not be the best fit.

- ❑ **Top 10 Student Guarantee:** If you complete the course and rank among the top 10 students, we offer a 100% job placement guarantee (details provided within the course).
- ❑ **Client Acquisition Assistance:** If you struggle to find your first client after completing the course, we'll personally assist you for one week to ensure success.
- ❑ **Multiple Success Opportunities:** Our program offers various pathways to success, whether it's securing your own clients, joining another company, or even potentially joining our team.



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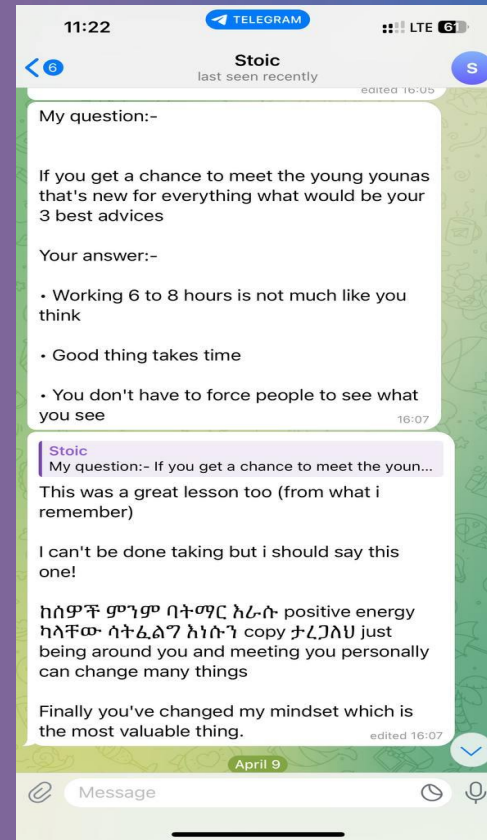
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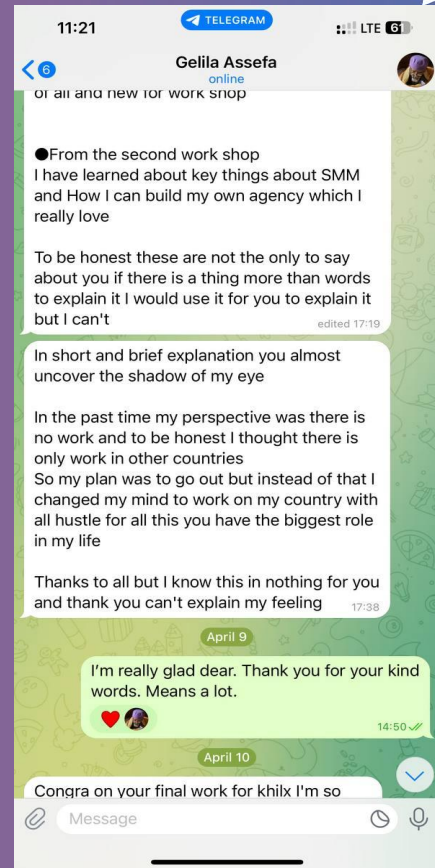
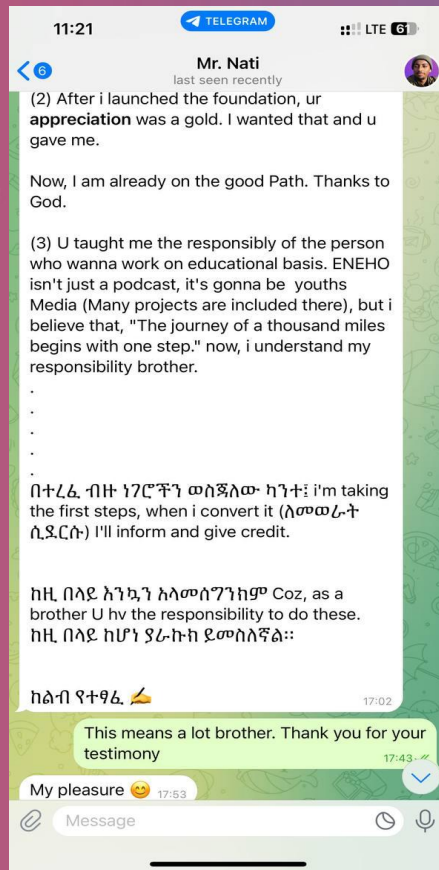
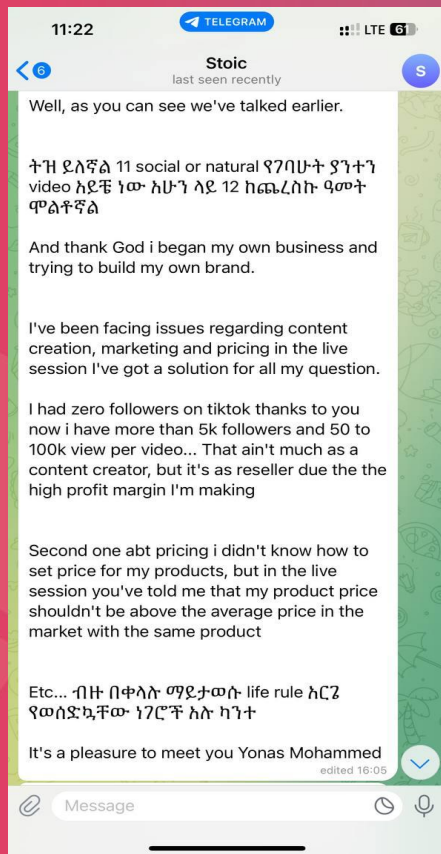
- We prioritize a personalized experience for each student.
- Our goal is to empower future business owners, not just create employees.
- Therefore, we limit enrollment numbers and may close registration after a set time.
- Join now to be part of the founding community and avoid a waitlist (2-3 weeks).
- We are only accepting applications during the first week, with enrollment reopening in 2-3 weeks.

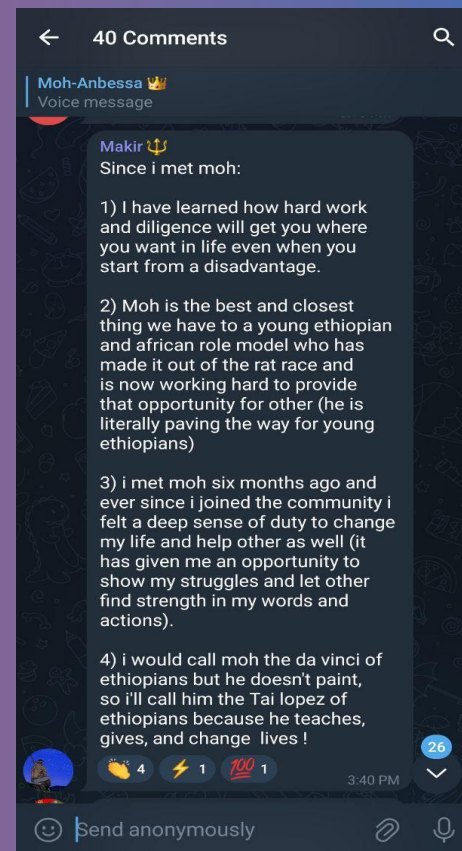
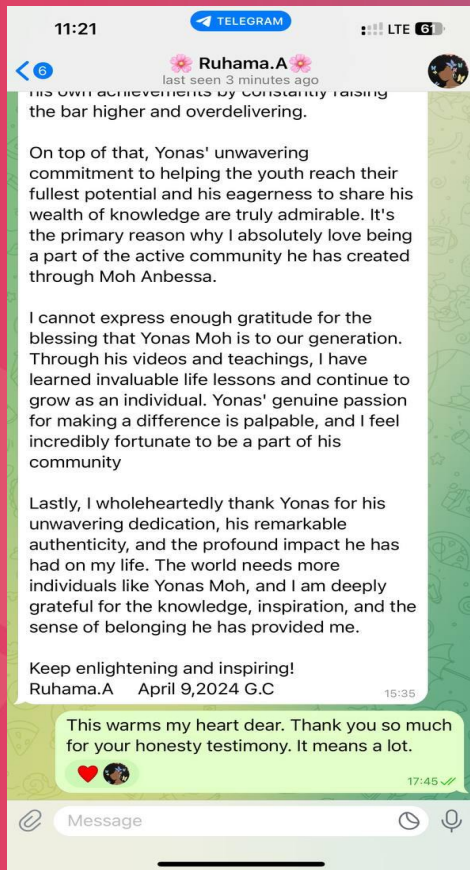
This is a small investment with a potentially significant return on investment
Enroll now and become part of our thriving community!

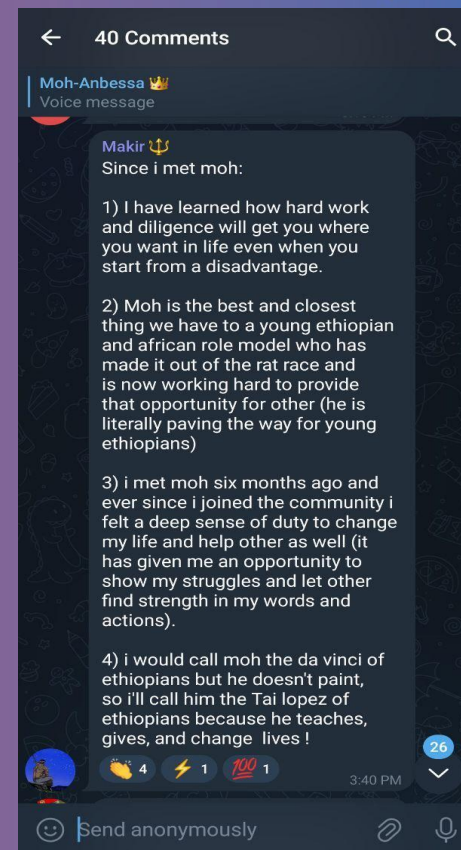
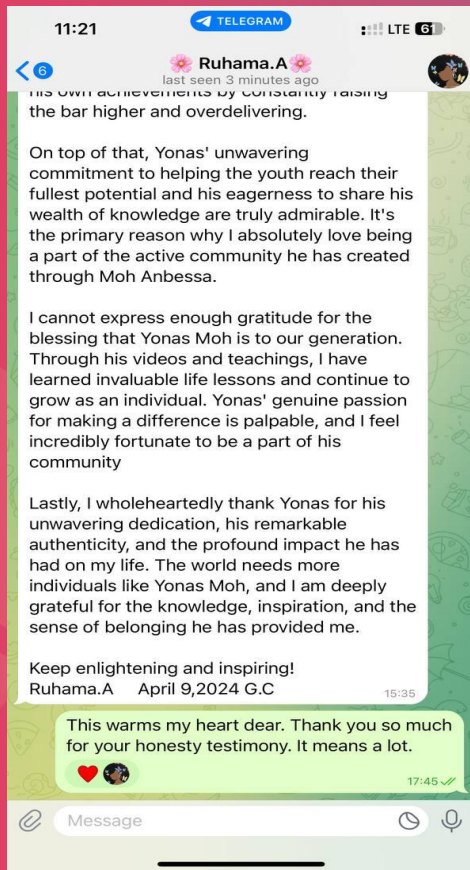


Here is what our students
have to say about us!











Contact us

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studentsuccess@khilx.com

0906769999