

# FACEBOOK JUMPSTART OVERVIEW -

Facebook is a must for any business. Learn best practices of using Facebook as a marketing tool to raise brand awareness, create patient loyalty and grow your practice.

## TRAINING OVERVIEW:

- 1. Discovery:** We analyze your current Facebook presence, become a Marketing Admin for your page, and prepare for 6 training sessions with your selected team member(s).
- 2. Method:** We train over the phone using a slideshow screen share. This is an effective process that is interactive. We have over 10 years experience and over 95% positive feedback on our trainings.
- 3. What's Covered:** Facebook Jumpstart Training focuses on how to set up a Facebook page for your practice along with optimizing its effectiveness to correctly promote your practice and its brand. We will show how to create interesting posts and status updates, and build a thriving and engaged Facebook community. Plus, learn paid strategies for increasing your reach with Facebook ads and boosted posts, and how to analyze your page's results with Facebook Insights.
- 4. Follow-up:** Strategist will review Facebook Insights Reports with you as part of your monthly Strategy Call (for active clients only).
- 5. Re-training:** None

## WHAT'S INCLUDED:

- Analysis of Current Page or Optimal Page Set Up
- 6 Training Sessions with Marketing Expert (45 mins ea.)
- Weekly Post Timeline & Planning Guide
- Comprehensive Resource Kit

## TOPICS INCLUDE:

- Posting Technique
- Using Relevant Content
- Using Page Features
- Audience Engagement
- Insights Dashboard
- Review Response
- Creating Events & Promotions
- Ad Campaigns & Post Boosts

## GROWTH IMPACT

- Attract higher value patients
- Increase loyalty
- Enhance all external and internal marketing