

Powerful Social Media Marketing - From Beginner to Advanced

SKL016 - MS Social Media Marketing

[Course link.](#)

▼ — 01 to 03 - Introduction: Why are you here? —

For starters...

- Get rid of the *Impostor's Syndrome*;
- Be just 1% better than you were yesterday;
- "Purpose-driven Businesses";
- The "Why";
 - "The Golden Circle": What, How and Why.
- You must have clear core values;
- Work on your mission statement;
 - and work with people that share these values.



Action Time!

(...)

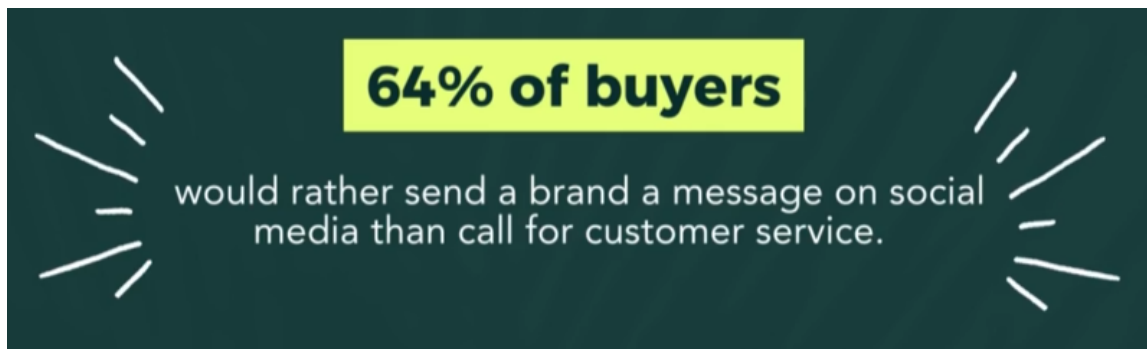
▼ — 04 - *Mythbusting* —



Book recommendation: Steal Like An Artist, by Austin Kleon

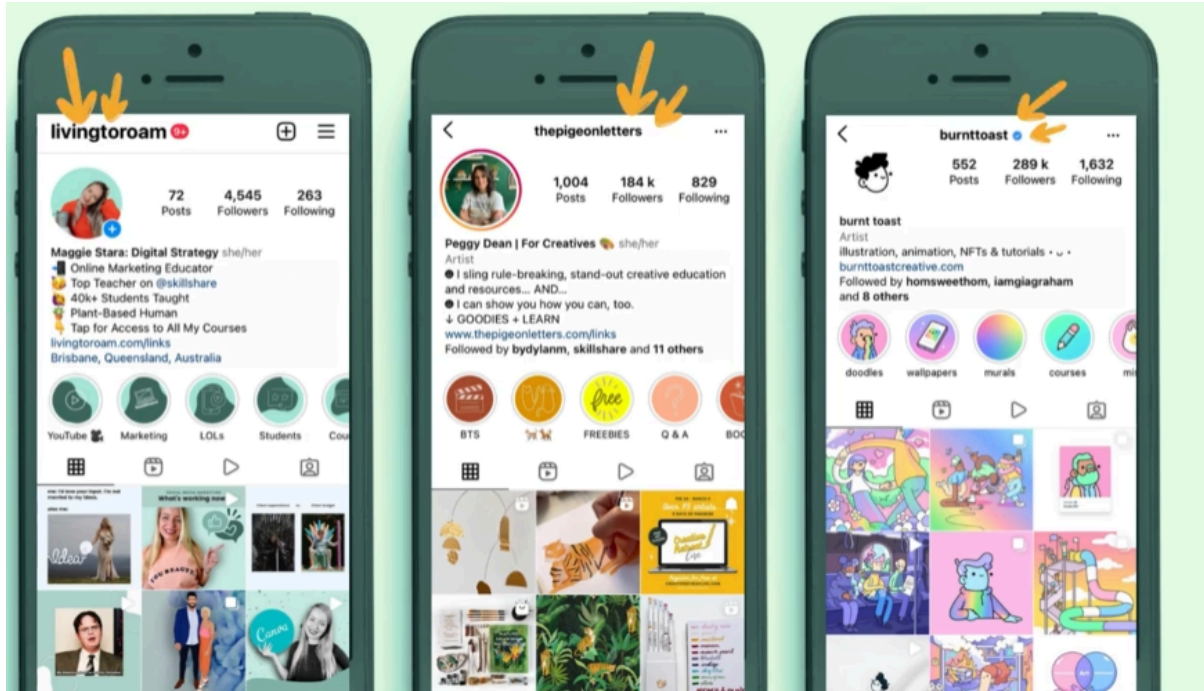
“There are no unique messages, only unique messengers.

- Manage expectations (yours, and your client's);
- Practice “being objective” (to take yourself out of the equation);
- “**Social Media** has nothing to do with **Customer Service**” **Busted**



- “Quality over Quantity” **Busted**
 - Obsessing over quality may just stall your creativity;
 - None is better. Both are equally important, at different moments in your journey.
- Production value doesn't always has to be high!

▼ — **05 to 08 - Build a powerful Personal Brand** —



- People buy or *engage* with something because of the connections they make with a brand;

| How do you want people to react when you leave the room?

... and how can you cater to this?

- Who you are and what you stand for it's just as important as what you can do.

Create a Brand Style Guide:



Brand Style Guide

Create a brand guide with specific guidelines for using brand assets.

Things you could include:

- Logos, usage and where to find them
- Brand colours
- Tone of voice + spelling
- Mission statement
- Typography and use
- Attributes
- Customer profiles
- Other brand graphic assets
- Contact details
- Acronyms and acceptable uses

💬 **Brand Strategist** is a thing.

▼ — 09 - Content Marketing 101 —

To be a Social Media Marketer, you have to be a “digital chameleon”.

- Know your platform;
- Know your/your client’s brand and audience;
- Know your strategy;



- Promotional x Non-promotional content;
- Content creation and planning preview:
 1. Creating original content;
 2. Repurposing existing content;
 3. Curate from others.
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