

Social Media Pro Strategy: The Essential Elements



with special guest
Kate Buck Jr



Success Agenda

How to create an effective social media strategy for yourself or your clients!

The Six Critical Branding Components

- The Three Phases of Content Research & Planning
- Distributing Content Across the Social Channels
- Which are the best media types of types of content to post?
- Repurpose one piece of content to fill your editorial calendar each week!
- Applying the Social Funnel - Inspire, Engage, Invite!
- **Generating Traffic, Leads and Sales through an integrated Paid and Organic approach**
- Open Mic

Our Special Guest
Kate Buck Jr

About **Kate**

Kate Buck Jr. is a Social Media Strategist from Austin, Texas. Since 2009, she has worked with some of the top names in Internet Marketing, as well as consulted with hundreds of organizations, entrepreneurs, nonprofits and freelance professionals.

Kate is co-founder of Social Media Pro, a training program for Social Media Marketing Professionals. Her courses have trained more than 30,000 students.



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OPEN MIC

- Your questions
- Business scenarios
- Service review
- Look at a website
- Ask anything!!



Thank you!

For attending the

Sales & Strategy Mastermind Webinar

For any questions or issues, please reach out to

Lisa on SKYPE: PortsideMkt