

2022

Social Hour; 12-weeks of Social Sessions

with Our Mindful Marketing

Prepared by:
Adriana Leos,
Chief Creative Officer
and Hannah Polan,
Chief Executive Officer

Our Mindful Marketing LLC

www.ourmindfulmarketing.com



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Details

\$3,333 USD

Deposit required. Total due *within 8 weeks of initial session*.
Payment plans available.

These coaching sessions are customized to fit each individual client

We will work *closely* together over the course of 12-weeks to co-create your online presence, help you to understand how to *mindfully* use social media for business, and help you shift into the most *authentic version of yourself*.

What's included:

- 90-Day Vision + Content Planner
- *1-hour initial strategy call to discuss feedback from 90-Day Vision Planner to understand and align with overall goals and understand clients' personality and brand*
- Planning sheets to use as a guide for strategy, content pillars, ideas, and to-do's
- Calendars to write down tasks, keep track of progress, and hold you accountable
- PDF Guides to help optimize your profile and enhance your online presence
- 11 75-minute scheduled video calls to teach you all things social media, how to implement an effective strategy, and have an overall effective social media presence across all *desired* platforms
- 12th session is for reflection and a final Q&A

What to expect:

SOCIAL SESSIONS

12-WEEK TIMELINE: BASIC BREAKDOWN



week 1:

- Mindful social media use
 - Stages of a follower on social media
 - Importance of an optimized bio
-

week 2:

- Instagram for Business: a Beginners Guide
-

week 3:

- Instagram for Business: a Beginners Guide continued
 - Clean up social media profiles (personal + business)
-

week 4:

- Helpful apps to download, websites, tools/resources and creators to follow
 - Learn how to use Canva
-

week 5:

- Learn how to effectively repurpose content
 - Reflect + review
-

week 6:

- Different mediums:
 - Defining the differences
 - How to use them
-

week 7:

- Creating a content strategy
 - Content pillars: defining them
-

What to expect:

SOCIAL SESSIONS

12-WEEK TIMELINE: BASIC BREAKDOWN



week 8:

- Video content
 - Instagram vs. TikTok
 - Getting comfortable on camera
-

week 9:

- Creating content:
 - 3 Instagram feed posts (1 single post/ 2 carousel)
 - 2 Reel ideas
 - 2 TikTok ideas
-

week 10:

- Creating content continued
-

week 11:

- Set up automations/shortcuts
 - Create content/copy for Instagram highlights
 - Create a strategy/plan for Instagram guides
-

week 12:

- Review and reflect
- Questions and answers
- Discuss anything you want to go over

Details:

Sessions subject to change.

You will be responsible for homework to complete on your own (*outside of our sessions*). Homework will be assigned at the end of each individual session.

Homework is designed to be of value to you in order to help you *accomplish your goals*.

The more that you put into this, the more that you will get out of this, AND the better I can support you in our 1:1 sessions.

Why Does it Matter?

Given the *rapid* rate of technology and the pervasiveness of smartphones nowadays, we cannot deny the *immense rise and power of social media* and how it has the potential to drive and impact consumer behavior.

That is why brands, both big and small, are turning towards digital platforms to capture their audience's attention.

But simply having an online presence isn't enough — brands need to *build a community, be consistent, and have an understanding of their consumers' online behavior*, in order to implement an effective strategy to increase revenue for their business.

Mission

Our goal is to help you approach social media in a *mindful* way.

We teach you how to *mindfully* manage and maintain your own social media and how to **stop** wasting your time *mindlessly* scrolling on social media and how to **intentionally** use Instagram for business.

This not only holds you accountable, but helps you to **show up consistently** AND with **confidence**.

Goals + Objectives

An effective social media strategy, wherein which you are seen as credible and as an authority leader in your industry, while having brand-focused, cohesive content that *converts*.

To ensure that you feel **confident** and **ready** to *mindfully* manage your own social media presence **without** the feeling of anxiety or overwhelm.

You will walk away:

- understanding your overall goal for social media and your business
- understanding what it means to be *mindful* of social media and **why** it's important
- with an **effective** social media strategy
- with a **consistent** and **realistic** posting schedule that you feel comfortable with
- feeling **confident** that you know that you are no longer going to *waste* time *mindlessly* scrolling on Instagram, and how to **intentionally** use Instagram for business

What to Consider

Some things that you will want to start to consider *before* we meet including, **overall goals** when it comes to *why* you want to be on social media or *what* metrics and platforms matter *most* to you.

Below are more examples:

- What are your goals?
- Volume of posts – how consistent can you realistically show up on social media
- Branding Package - Logo, Typography, Hex Codes, Copy, etc.,
- Content - do you create your own content or you need to outsource?
- Areas in which you struggle with most

Digital Platforms

Consider which digital platforms you would like to have a presence on including:

- Instagram
- TikTok
- Facebook
- Pinterest
- YouTube
- Clubhouse
- Twitter

Thank You!

If you are interested in more information or moving forward and would like to schedule a call, please contact *Adriana* at adriana@ourmindfulmarketing.com

or schedule your call [here](#) by selecting a 20-minute Discovery Call to ensure that we are a good match for you and your business.
