

CUSTOM TRAINING WITH TDP

THE DIGITAL PICNIC | 2020

LOADS OF PLACES DO SOCIAL MEDIA TRAINING... WHY TDP?

We know, we know. Google 'Social Media Training' and you'll be met with approximately one billion options. So, why choose us? We don't mean to brag or anything, but we are fairly uniquely positioned, because not only do we talk the talk [and boy, can we *talk*], but you should just see us *walk* that walk. While we are half training agency, we are also half actual Digital Marketing Agency. We execute incredible paid and organic Social Media Marketing activity for a portfolio of incredible clients, every day.

The Digital Marketing world moves *fast*. Luckily for your team? We live and breathe it. Our small team of committed Digital Marketers are total [very proud] *geeks*. We spend our days *deep* in the Social Media trenches, so who better to walk you through the ever-changing digital landscape?

OKAY OKAY, TDP *DOES* SOUNDS AWESOME. SO HOW DOES IT WORK?

Our training can be anything from social media 101 beginner-level best practices, right through to seriously advanced training with an entire marketing team who might know all of the ins + outs of social media marketing, but are perhaps craving reinvigoration, or simply diving much deeper into their overall digital marketing strategy.

We can cover off on content strategy, a deep exploration of the social media algorithms and how to maximise your social media impact accordingly, social media analytics and reporting, social media advertising, community engagement, risk management, social listening and much more.

We've made it super easy to choose the right training for you by putting together some suggested packages, below! Each training session is built around key topics, but regardless of the topics you choose, all training is completely customised to your industry and specific marketing requirements [we will go *deep* before the session and we'll be doing some serious stalking of your existing social activity!].

HALF DAY PACKAGES

BEST PRACTICE SOCIAL MEDIA MARKETING		
TOPICS COVERED...	BEST FOR...	HOW MUCH?
<ul style="list-style-type: none"> ● A best practice approach to socials ● Key platforms and roles ● Content planning, pillars and development ● Understanding the algorithm and how it works 	<p>Most! This is our most popular offering and where we suggest most teams start. Don't be fooled by the bullet points - this is an in-depth look at how to effectively use organic social media for your business.</p>	<p>\$3,000*</p> <p>Or</p> <p>\$2,750* when purchased with another half day module.</p>

UNDERSTANDING FACEBOOK ADS		
TOPICS COVERED...	BEST FOR...	HOW MUCH?
<ul style="list-style-type: none"> ● A strategic approach to social advertising ● Finding your audience through targeting ● Getting the creative right ● How to set up your campaign 	<p>Intermediate users of Social Media for Business. While we will be touching on the basics of why and how to use Facebook Ads, this is a technical topic and is not suited to total SM newbies.</p>	<p>\$3,000*</p> <p>Or</p> <p>\$2,750* when purchased with another half day module.</p>

LEVERAGING LINKEDIN		
TOPICS COVERED...	BEST FOR...	HOW MUCH?
<ul style="list-style-type: none"> ● Theoretical foundations for LI success ● Your personal branding experience ● Optimising your personal page for success ● Empowering your individuals to understand the role they play in their company page's success on LinkedIn ● Introductory content marketing concepts 	<p>Anyone and everyone! This curriculum is suitable for LinkedIn beginners to hardcore LinkedIn'ers alike. We will assess your experience level/s during the exploration session and tweak the curriculum accordingly</p>	<p>\$3,000*</p> <p>Or</p> <p>\$2,750* when purchased with another half day module.</p>

FULL DAY PACKAGES

BEST PRACTICE SOCIAL MEDIA MARKETING		
TOPICS COVERED...	BEST FOR...	HOW MUCH?
<ul style="list-style-type: none"> ● A best practice approach to socials ● Key platforms and roles ● Content planning, pillars and development ● Understanding the algorithm and how it works ● Engaging your audience ● Humanising your brand on socials ● Measuring your success on socials 	<p>Most! This is our most popular offering and where we suggest most teams start. Don't be fooled by the bullet points - this is an in-depth look at how to effectively use organic social media for your business.</p>	<p>\$5,500*</p>

UNDERSTANDING FACEBOOK ADS		
TOPICS COVERED...	BEST FOR...	HOW MUCH?
<ul style="list-style-type: none"> ● A strategic approach to social advertising ● Finding your audience through targeting ● Getting your creative right ● How to set up your campaign ● Monitoring and optimising your ads ● Reporting you your ads 	<p>Intermediate to seasoned users of Social Media & FB Ads for Business. While we will be touching on the basics of why and how to use Facebook Ads, this is a technical topic and is not suited to total SM newbies.</p>	<p>\$5,500*</p>

LINKEDIN DEEP-DIVE

TOPICS COVERED...	BEST FOR...	HOW MUCH?
<ul style="list-style-type: none"> • Theoretical foundations for LI success • Your personal branding experience • Optimising your personal page for success • Empowering your individuals to understand the role they play in their company page's success on LinkedIn • Introductory content marketing concepts • The development of a successful company page on LinkedIn • A full content marketing deep-dive across personal LI pages + your nominated company page • Reporting on your LI page success [and understanding how] 	<p>Anyone and everyone! This curriculum is suitable for LinkedIn beginners to hardcore LinkedIn'ers alike. We will assess your experience level/s during the exploration session and tweak the curriculum accordingly</p>	<p>\$5,500*</p>

SMM TRAINING FOR AGENCIES [You heard right. Ain't no scarcity complexes here]

TOPICS COVERED...	BEST FOR...	HOW MUCH?
<ul style="list-style-type: none"> • Pitching + proposal development • Fleshing out your SMM retainers • Ensuring profitability on services provided • Developing your client's strategy [includes TDP's content formula for client content success] • Presenting content to clients for approval, monitoring your monthly results, tools to use • Resourcing your SMM activity. 	<p>Fledgling or established SMM, PR, Marketing or Digital Marketing agencies who want to create or refine their SMM offering. We believe that elevating other agencies elevates our whole industry, so there's zero scarcity complex here. It's borderline ridiculous how much pure gold is included in this offering.</p>	<p>\$5,500*</p>

OTHER STUFF TO NOTE

Half day sessions are best delivered in the morning [we suggest 9AM-12PM] and can be purchased individually, or packaged with multiple half-day modules! Our full day sessions are actually best delivered not [as the name would suggest] as full days, but as two half-day morning sessions, when your team are fresh as daisies. All sessions are currently delivered via zoom, and as with all our training, you'll receive a PDF of the curriculum and a zoom recording of the session!

*All prices **exclude** GST. Prices are for the topics listed and are for up to 15 attendees. We can further customise your content or include more attendees - just [contact us](#) for a quote!



Convinced? Book a chat with us, [here](#), or [email us](#) to arrange a proposal, and let's do this!