

# Advanced Social Media Bootcamp:

*How to build your brand and make more sales on  
Facebook & Instagram*

Presenter: Heather Porter

**DIGITAL VOICE**

How to make a great ad!

# Prep your Images

- ▶ People want to share with friends and family
- ▶ Try not to use stock photos: use yourself, your team, your customers, your products
- ▶ Images should be relevant to what you are promoting
- ▶ Keep them bright
- ▶ Connect on a personal and emotional level

# Prep your Videos

- ▶ Get people's attention in the first 10 seconds
- ▶ Does not need to be pro – use your phone
- ▶ Use annotations
- ▶ You can also make a slideshow

# Write your ad

## **Problem Agitate Solution (PAS)**

- ▶ Highlight the issue someone is having
- ▶ Show them how they can fix it
- ▶ Offer something to help (education, free resource, product, service, coupon)
- ▶ Give scarcity or urgency


Spring is here and it's time to show more skin. Want to show off that cute new maxi dress but not that winter skin?

Have you ever tried the Tuscan Tan? It's a violet based spray tan that gives you an instant natural tan shade and prevents that fake yellow or orange glow that so many spray tans can give you.

Want to check it out? We have an amazing spring special where you get you 50% off your first tan of the season! Click the link below to book now. We only have 20 spots available.

What can you promote?


# Freebies

 **The Speaking Formula**  
Sponsored · 🌐 Like Page

NERVOUS ABOUT PRESENTING??

- 1) Concerned Your Audience Will Be Bored?
- 2) Want To Make Sure You Don't Forget To Say Something Important?...


[See More](#)



**Nervous to Speak -- No More**

Even if the fear of speaking feels completely paralyzing at the moment, I know that anyone (including you) can learn to deliver a presentation with absolute conviction and stunning impact.

[THESPEAKINGFORMULA.COM.AU](http://thespeakingformula.com.au) Learn More

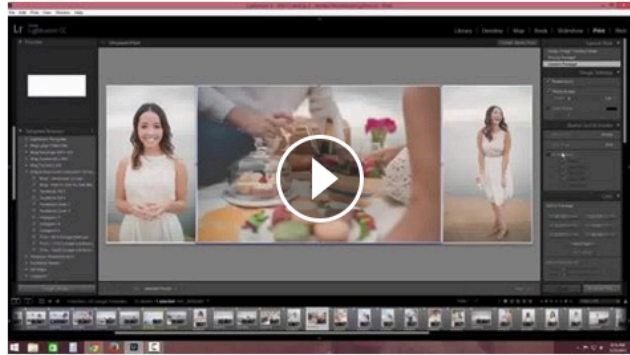
 **Cole's Classroom**  
Sponsored · 🌐

Do you already have these? Hey there, Cole here 😊 I'm sure you are familiar with Lightroom presets, but these are what you really need and you can get them FREE right here.

Now you can create stunning photo collages all inside of Lightroom, as simple as "drag & drop"!

These templates work are already sized to perfection for Instagram, Facebook, your Blog or Website or anywhere else online - just simply drag, drop and export and you're all done.

Click the link below to get your FREE set today!  
<http://www.colesclassroom.com/free-templates-fb>



**FREE Lightroom Drag & Drop Photo Collage Templates!**

Create gorgeous photo collages in seconds, all inside of Lightroom!

FREE PHOTO COLLAGE TEMPLATES -----> Download

12k Views  
253 Likes 26 Comments 89 Shares

Like Comment Share Buffer Hootlet

# Workshops



**Beautiful Minds Australia**

Written by Heather Porter [?] · November 23 at 6:51pm ·

Do you feel like your teen daughter is going through a tough time or is worrying too much about what other people think of her?

Beautiful Minds is a safe place for your daughter to really share what is going on in her life with experts that are focused on giving her tips and advice on how to best deal with the issues she is going through.

We have a one day event coming up in Sydney where we will teach your daughter about confidence and self-esteem, fashion, skin care and makeup, healthy eating and how to release anxiety and stress.

Help her to find her inner beauty and grab her a ticket now!



## Grab A Ticket To Our Next Sydney Course

Your daughter is in safe hands with Australia's leading provider of self-esteem and confidence education for girls aged 11-17.

BEAUTIFULMINDS.COM.AU

[Learn More](#)



**Frank Kern**

Sponsored ·

## BRAND NEW FREE WORKSHOP BY FRANK KERN:

Exclusively for Consultants, Coaches, and Professional Service Providers:

==><http://frankkern.com/fb>

This workshop tells you exactly what to do and exactly what to say so you can attract (and convert) ideal clients.

But that's really just the tip of the iceberg.

In this brand new workshop, I'll debut the Freedom Multiplier Exercise which will tell you precisely who your best clients are, exactly what you should do for them in exchange for the money, and exactly how to begin attracting them.

==><http://frankkern.com/fb>

In the second half of the workshop, I'll walk you through a three-step lead generation and closing method that I've personally used to sell high end services with the "cheapest" sale being \$17,500 and the highest sale being just over \$700,000.00.

There's no charge and you can register here:

<http://frankkern.com/fb>



## Click Here To Get The Details & Register:

"Exclusive Workshop Reveals Precisely What To Do To Attract High Paying Prospects, And Exactly What To Say To Convert Them Into Happy Clients Who Pay You What You Want."

FRANKKERN.COM

[Sign Up](#)



**Get Course**

Sponsored ·

[Like Page](#)

Get A Diploma Of Naturopathy. Don't Pay 1 Cent Until You're Making \$\$\$.  
Spots are Limited So Secure Yours Today...



## Become A Successful Naturopath?

Earn A Diploma Of Naturopathy From The Comfort Of Your Home. Don't Pay A Single Cent For The Education Until You're Earning...

[CLICK HERE FOR DETAILS...](#)

[Learn More](#)

[Like](#) · [Comment](#) · [Share](#) · [Hootlet](#) · [Buffer](#) · [3](#) [1](#)



# Blog Posts

**E Entrepreneur**  
3 hrs · 🌐

Make tomorrow your best morning ever.



**5 Morning Rituals to Keep You Productive All Day Long**  
Adopt these five easy habits every morning to channel productive energy and mindful focus throughout the day.

ENTM.AG

Like · Comment · Share · Buffer · 👍 2,092 💬 36 ↻ 1,334

 **Autopilot Your Business**  
August 14 at 1:21pm · 🌐

Is your website keeping people from taking the next steps with you? You can't scale and automate something that is not working to begin with... Let's get your foundation right: <http://bit.ly/ayb-5steps>



2.9K Views

👍 Like   💬 Comment   ↻ Share   📺 Buffer   📧 Hootlet   👤

# Coupons



Raw Hair Lounge

June 12

Do you know that our colour is 97-99% natural? Book your first colour with us and get \$15 OFF! Just mention this ad when you call to book.



Like · Comment · Share

17 people like this.

AT&T 07:57 100%

Search

**Jester Village Dental and Orthodontics**  
Sponsored · 🌐

Overdue to see the dentist? Sign up for our \$99 Super Dental Special, You'll <3 it!

Here's what you get:

- ✓ Professional Dental Cleaning
- ✓ X-rays
- ✓ Full Dental Exam

Sign up takes less than 1 min.

**\$99 Austin Dentist Coupon**  
★★★★★

**\$99 Austin Dentist Coupon**  
Sign up takes less than 1 min.  
<http://www.jestervillagedental.co>

Sign Up

Write a comment... Post

News Feed Requests Messenger (3) Notifications More

# Announcements & Specials

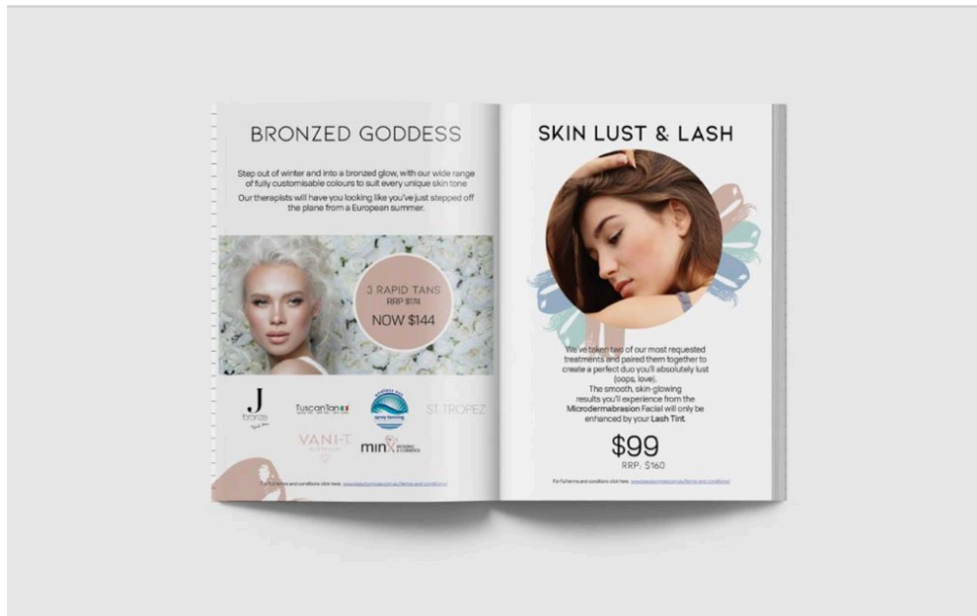


**Beauty On Rose**

Published by Later [?] · September 4 at 10:00 AM · 🌐

See whats inside this months Rose Journal! 📖🌹

You can browse & book all of our amazing new promotions via <https://beautyonrose.com.au/promotions/>



**The Old Civic**

August 15 at 7:48pm · 📍 · Food

This Week's Special: and it's only available at our specials price for a couple days. Beautifully crisp FISH TACOS! Every serve comes with the salsa of Pico De Gallo, Slaw, a little Fennel and a housemade Jalapeño Tartare. Get some. And...  
**HURRY!**

#theOLDCIVIC #SydneyFoodShare #SydneyCafe #SydneyRestaurant #SydneyLife #CafeLife #RestaurantLife #BaristaLife #SydneyFoodLovers #ChefLife #FishTacos #CamposCoffee #SydneyCoffee #Diner #SydneyFoodBlogger #MexicanFood #AmericanFood #DinerFood #DinerLife #CityOfSydney #SeeSydney #InstaLove #RestaurantGuide #BroadsheetSydney #Manly to #PalmBeach #NorthernBeaches #NorthernBeachesLocal



👍 Like    💬 Comment    ➦ Share    📌 Buffer    📧 Hootlet    🗿



# Products



**BOOM by Cindy Joseph**

May 14 · 🌐

JUST FOR YOU, our loyal and enthusiastic customers!  
We are continuing our sale through tomorrow night midnight EST!!! (5/14)  
Use coupon code BOOM15 at checkout for 15% OFF all BOOM products!  
==> <http://goo.gl/iKN9jW>  
Use coupon code BOOM15 at checkout for  
15% OFF all BOOM products!

Thank you for your continued support, and for making the Pro-Age  
Revolution possible!

Sincerely,

Cindy Joseph  
CEO

It's about women  
It's about beauty  
It's about time

==> <http://goo.gl/iKN9jW>

Use coupon code BOOM15 at checkout for  
15% OFF all BOOM products!



**Best Organic Cosmetics & Pro-Age Make Up! USDA All  
Natural Skin Care**

Boom products are tailor-made for environmentally conscious women. No extra  
packaging, no animal testing, no parabens or phthalates.

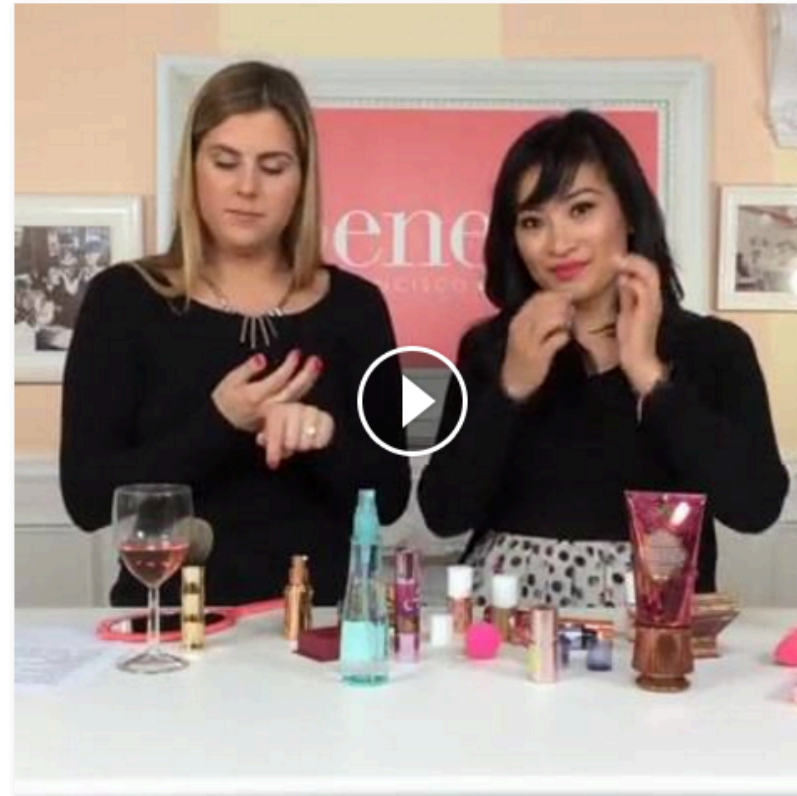
[BOOMBYCINDYJOSEPH.COM](http://BOOMBYCINDYJOSEPH.COM)



**Benefit Cosmetics** was live.

May 27 · 🌐

For this week's tipsy tricks we asked you guys to send snaps (benefitbeauty)  
telling us what you want to see. You snapped, we listened, so we're talking  
summer beauty, highlighting & contouring!



27K Views

👍 Like

💬 Comment

➦ Share

👤 Hootlet




How to follow up with people who click  
but don't take action (retargeting)

# Follow up people who come to your website to like your page

**f Frank Body**  
Sponsored · 🌐

Are you checking me out? Allow me to introduce myself.



**My Original Introduction kit**  
You always remember your first time.


FRANKBODY.COM [Shop Now](#)

👍❤️ 15

Julie Price Russell, Matt Williams and 4 other friends like this. ⏪ ⏩


**BOOM by Cindy Joseph**  
Sponsored

Thanks For Visiting My Website! Click Like To Stay In Touch.




**BOOM by Cindy Joseph**  
Cosmetics & Beauty Supply  
20,016 people like this. [Like Page](#)

# Follow up people who come to your website to give them a freebie

**AdEspresso**  13 hours ago

Brew up ads as quickly and easily as morning coffee...



**AdEspresso**  
by Hootsuite

The #1 Facebook Ads Tool  
Save time and money on your Facebook Ads!

**Start My Free Trial!**

Try AdEspresso Now - 14 Day Free Trial  
Set up advanced advertising campaigns in less than 7 minutes. Easy ones take le...

[ADESPRESSO.COM/FREE-TRIAL](https://ADESPRESSO.COM/FREE-TRIAL) **Sign Up**

2 Comment Share

**DigitalMarketer**  Like Page  
Sponsored · 

Whether we're rolling out a new brand, offer, traffic campaign or content plan, the first step is the creation of the customer avatar!

Use this worksheet to get clear on WHO you are marketing to:




**Customer Avatar Worksheet**

Use your customer avatar to drive your content marketing, SEO, paid traffic, brand positioning and copywriting (the Customer Avatar is the...)

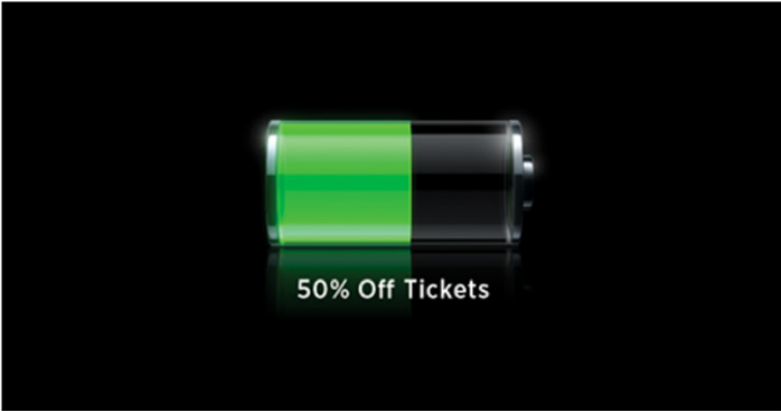
[DIGITALMARKETER.COM](https://DIGITALMARKETER.COM)



# Follow up people who left your sales page or shopping cart without buying

 **DigitalMarketer**  
Sponsored · 🌐 [Like Page](#)


We're excited you visited the Traffic & Conversion Summit website... 😊  
We're sad you didn't purchase a ticket... 😞  
But, there's still time!! But, batteries don't last forever, and neither will this 50% off deal for T&C tickets.:




**Traffic & Conversion Summit 2017**  
Every year, thousands of the worlds smartest marketers descend on San Diego, California to learn what's new, what's hot, and what's actually working **RIGHT NOW** in digital marketing. Here's what you can expect to...

[TRAFFICANDCONVERSIONSUMMIT.COM](http://TRAFFICANDCONVERSIONSUMMIT.COM) [Learn More](#)

55 Likes 22 Comments 1 Share

 **Sponsored** · 🌐

We are not sure why you didn't complete your recent transaction at [\[redacted\]](#) but if you do it now we will give you a 20% discount on your current shopping cart!  
Click on the image below to keep shopping!



**COMPLETE YOUR TRANSACTION AT**  
[redacted]  
**AND GET 20% OFF**

**COME BACK AND SAVE!**  
Keep shopping with us and get a 20% off!

[Shop Now](#)




# Follow up people who are on your email list to make a sale

Gabby Goddard, Cody Shankman and 5 others like J.Crew Factory.

**J.Crew Factory**  
Sponsored · 🌐 Like Page

The clock is ticking...




**J.Crew Factory Flash Sale**  
Plus, get an extra 40% off clearance & free shipping. Use code TICKTOCK. Hurry —ends soon!


JCREWFACTORY.COM [Shop Now](#)

👍❤️ 38 1 Comment 🗨️

👍 Like 🗨️ Comment ➦ Share 📁 Buffer

 **NatureBox**  
Sponsored · 🌐 Like Page

Deliciously wholesome snacks, delivered monthly.  
Try a free sample of five of our tastiest snacks, just pay \$7.95 for shipping!



**You Know You're Going to Snack. Get Smart About It.**  
Our snacks contain NO artificial colours, sweeteners, or flavours.

WWW.NATUREBOX.COM