

## Visual Style and Branding

Creating a Digital Style Guide	For brand consistency across multiple account managers. Content generation.	Active Accounts Voice & Tone Tagging, targeting and style Platform specific style Visual Identity Cover Pics/banners Engagement	Short modules and exercises on each - participants should have created a comprehensive style guide end of session.	2 hours
Storytelling	Story Arcs and scheduling	Engagement and Authenticity as Marketing.	Video, photo and graphic describing beginning middle and end.	1 hour

## 6 Week Digital Campaign

Digital Content Creation	Using Digital Camera/Smart Phone to Produce Content Content Organisation (Dropbox/Google Drive)	Video storyboarding. Photography set-ups. Creating a visual story.	Storyboard a video, shoot and edit using in-phone technology. Create a series of photographs either to display product or tell story.	2 hours
Strategic SM Plan 6 Week Marketing Campaign	Research, Insights and Scheduling	Creating spreadsheets for mapping strategy Using cloud-based systems for planning Explore Hootsuite Using Data and Insights to optimise scheduled posts	Create spreadsheet of targeted alignments and influencers Set up content posting calendar Check out insights to gauge best times/styles/tags Set up Hootsuite schedule with some key posts	1 hour