



SOCIAL STRATEGY IN A DAY WEBINAR MASTERCLASS

NEW
AGENDA &
FORMAT

Friday 3rd April 2020 ~ Held by Propel with Digital Blonde's Karen Fewell

Life is a little different for everyone right now and whilst at times it feels impossible to think about how work-life will be after this, it is vital that as an industry we have the knowledge to help us through this challenge and the inspiration to look to the future.

Whilst the Propel Social Media Masterclass is no longer able to go ahead face-to-face, we have worked with Digital Blonde to ensure you are still able to access a full day of learning and inspiration. The course will be run online with some elements filmed live so you are able to connect with the team in the moment, whilst other topics will be pre-recorded. You can watch and digest the whole day in bite-sized chunks, at a convenient time. This agenda has been revised to help you create and manage short-term and long-term marketing strategies and to adapt to the changing environment we now find ourselves in.

The Digital Blonde team recognises that it's hard to predict how this situation is going to play out for marketers so as part of your course booking they will also be doing bi-weekly webinars for the next three months to share the latest updates and inspiration for you to absorb. If you aren't able to join them at the set time, you will still be able to access these sessions whenever it suits you. Many of you know how much the Digital Blonde team love working in hospitality and they want to do everything they can to inspire and motivate marketers during such a difficult time.

PART 1 – YOUR SHORT-TERM SOCIAL STRATEGY ~ Friday 3rd April – 10am – 12pm

10.00am – 10.55am: Marketing in 2020: When the Digital Blonde team originally planned this event back in December we had a very different view of how marketing in 2020 would play out. With Covid-19, we now find ourselves in a new world. This has left many marketing departments wondering what you should be doing now and in the coming months. Nothing is more certain than the fact your customers will remember how your brand behaved during this pandemic. Empathetic marketing activity from you now will help you be a trusted brand that people want to buy from in the future. We will be giving practical advice on how to tackle social media and marketing now and for the rest of 2020.

10.55am – 11.05am: Digital coffee break

11.05am – 11.35am: Use your time wisely and look after yourself: What should you be doing right now? How can you best use this time you have away from your usual place of work to plan and produce social content now and for when more positive times return. Please look forward to the days when we are all enjoying parties, having meals out with our loved ones and popping down to the pub after work. For the last eight years the Digital Blonde team has been managing social accounts for clients remotely in different offices around the country. They have lots of experience in homeworking and being creative, productive and all with positive minds. Expect clear action and guidance on what you should be doing right now for yourself and your business.

11.35am – 11.50am: Internal Social Comms: Empowering your people: There couldn't be a more crucial time to focus on your internal social communications. We will look at how you can be using internal social networks at the moment to support your team and ensure good collaborative practices are engrained for when you need the team to pull together to promote the business again.

11.50am – 12.00pm: Your Questions: Got a social media query, challenge or burning question? We are asking you to send in your questions so that the Digital Blonde team can answer them. This is a quick-fire Q&A session to get some useful answers and practical advice on the big issues facing your marketing activity right now or later in 2020.

12.00pm: Close

PART 2 – YOUR LONG-TERM SOCIAL STRATEGY

These sessions will be recorded video sessions and will be downloadable from the website and are largely based on the original agenda. The content will be mindful of the current situation we find ourselves in, to understand how best to reach and connect with this audience.

Always learning: How do you keep your knowledge up to date when marketing and technology change so rapidly? To stay on top of the game it's important to teach yourself just as much as learn from others. But when you're short on time and there's so much information out there, where should you turn for reliable advice and insights? In this session Karen shares the Digital Blonde team's top recommendations on the best podcasts to listen to, articles to read and books to get lost in. Get the inside track on the marketing resources that really are worth your time.

Gen Z marketing – An interview with Chloe Combi: Chloe Combi is a world leading expert on Generation Z and author of the book that defined and put Generation Z on the map: 'Generation Z: Their Voices, Their Lives.' A sought-after speaker and consultant, she's written for The Times, The Daily Mail, The Guardian, Huffington Post and more, as well as advising government, brands and think-tanks on what the future looks like. So, there's no-one better for this session exploring marketing and food and drink experiences across the generations. Paying particular attention to Gen Z and Gen A, this is a unique chance to understand how best to reach and connect with this audience.

Futureproofing your marketing for 2025: Social media and its role in marketing has evolved so much since it first came into our lives. And, it's only going to continue to change. In this session we'll look ahead to 2025 and how social media will fit into our lives and our marketing strategies. Travel forward in time with Digital Blonde's Craig Hill and explore what your marketing job might entail, the role of internal comms, how you could be making use of voice marketing and augmented reality and much more. Covering new technology, neuroscience and consumer psychology, this session will help you understand where the industry is heading and help you futureproof your brand and your marketing career.

Ideas catalogue: Join Nicola Proud for this lively look at some of social media's highs and lows over the last year. We'll look at the good, the great and the horrors of recent social marketing campaigns, discussing trends, new ideas and inspiration along the way. Ultimately, you'll come away with some fresh ideas and learnings to apply to your own business.

Little things make a big difference: This invaluable session from Nicola is all about tips, tricks, quick fixes, amazing apps and top time savers that will really make your job easier. She'll be exploring the little things that can have a huge impact on the quality of your content and the 2020 must-have apps for social media managers. You'll wonder how you ever got by without some of these tips and tricks.

Bringing a human touch to your social media marketing: For years we've been used to hearing about 'the next big thing' in social media marketing, and this is usually a digital innovation. However, this looks set to change. Could the next shift in social media be a more human, natural one? Digital Blonde's Craig explores this idea, looking at how our interfaces with technology are becoming more natural through voice, video, AR, VR and touch. This has the potential to have a huge impact on marketing and social media in the future – but how exactly will it affect your brand and what opportunities will it bring? Join Craig to consider what this new, more human revolution means for you and your business.

Selling Weddings, Wine and Watermelon Salad on Instagram: Marketers and social media managers are under growing pressure to sell via social media. Whether it's events, drinks or food – how do you use Instagram to drive sales? This session will take you through 2020 best practice on Instagram, looking closely at how to increase footfall and the best ways to get bookings. Karen and Nicola will team up to talk about everything from strategies for targeting your Instagram advertising to Giphy Stickers for Stories and agreeing branded content with influencers.

Selling Birthdays, Beer and Burgers on Facebook: This is your definitive guide to driving revenue for your pub, bar or restaurant via Facebook. Whatever the headlines say, for many brands Facebook still offers the largest reach and highest ROI of any social network. Far from being over, Facebook has been proven to get people to events, book booths for a night of drinking and encourage people to try new places to eat. In this session Karen and Nicola will talk to you about making the most of Facebook covering strategies for Messenger, Playable ads, algorithm updates and the platform's 2020 new developments.

Dark social, the social user journey and proving the value of social media: You might have heard 'dark social' talked about before and in this session, we'll get to grips with what it really means and how it impacts your business. It's not enough just to have a social media strategy, you need to consider the entire journey. Where do your customers go after seeing something on your social accounts? How can you ensure they go away and buy? Your website, customer service and supporting marketing activity play a huge part in the success of your social strategy. Everything must work together to give your customers a straightforward journey and ensure your business truly benefits from your social posts.

PART 3 – CHANGING AND ADJUSTING YOUR SHORT-TERM STRATEGY WEEK BY WEEK

With the challenges we face as an industry, the Digital Blonde team want to provide you and your business with on-going support. They are offering bi-weekly sessions looking at how marketing has changed over the previous two weeks and sharing inspiration on what you can be doing right now. There is no fixed agenda for these sessions as these will be planned according to the events taking place at the time.

Fri 17th April – 10am ~ Fri 1st May – 10am ~ Fri 15th May – 10am ~ Fri 29th May – 10am ~ Fri 12th June – 10am ~ Fri 26th June – 10am