

## 30 Day Marketing Makeover Worksheet

With this guide, I'll show you how to promote your own SharQui programs using social media and email. It's fun and lets you stretch your creative muscles. Best of all, it WILL get results!

### 4 Assignments:

1. Taking Pictures
2. Taking Video
3. Create a Newsletter
4. Posting Your Content

### What You'll Need:

Rubber stability mat for your phone (this is what Oreet uses), or a mini phone/camera tripod:

Lama Nano Rubber Pad - <https://amzn.to/2Cjv1vk>

Mini tripods for phones - <https://amzn.to/2NN6HTL>

Auto Shutter - this takes pictures without having you hold your phone or press the timer:

CamKix Wireless Bluetooth Camera Shutter - <https://amzn.to/2LWsC9t>

Lamp or Ring Light for your phone:

QIAYA Selfie Ring Light - <https://amzn.to/2PAzo6K>

You'll need to set up a Facebook page for your business; these articles will also be helpful - give them a look before you start:

How to Create a Facebook Business Page in 6 Steps - <https://bit.ly/2qGTvsl>

How To Facebook - <https://bit.ly/2M2xFoY>

You'll need an Instagram account, and you can learn how to set up a new one for your business with these articles:

How To Set Up An Instagram Account For Your Business - <https://bit.ly/2oMuCII>

Stand Out With Instagram - <https://bit.ly/2mJNIP1>

You'll also need a free MailChimp account, by signing up at [mailchimp.com](http://mailchimp.com)

## Taking Pictures

- These can be taken inside, outside or in your classes. No need to change clothes, but maybe change out your hip scarf and/or veil or other prop. Wear a Shake your Beauty or SharQui shirt. Simply smile and pose!
- Use your camera pad or tripod to keep your phone or camera steady and in one place, and your auto shutter so you can take photos easier.
- Feel free to reuse photos that you already have.
- Please wear some makeup.
- Use a lamp or light ring in front of you when you take a photo - but don't have a window or light behind you as this will put you in a dark shadow.

## Taking Video

- Your videos need to be 30-59 seconds long. Don't talk in your videos - just perform!
- Videos can be taken inside, outside, or in your classes. No need to change clothes - maybe change out of your hip scarf or veil, or other costume props. Wear your Shake Your Beauty or SharQui shirt. Then simply smile and dance!
- Your video can consist of a combo of two moves or 32 count phrase, a beginner move with a VERY short explanation in the caption of your video. Keep it fun and simple!
- Make sure you have enough light.
- And again, please wear some makeup.

## Creating A Newsletter

- Start collecting emails by simply bringing in a notebook or clipboard with paper to your next class and offer a simple incentive for signing up, like a free class, a free scarf, a recipe, etc.
- Collect emails via your Facebook and Instagram accounts by offering the same incentive you use in your classes every time you post.
- Create a MailChimp newsletter that you send out regularly - MailChimp offers a wide variety of customizable newsletter templates. These provide an anchor where ALL your info, events and social media can be promoted in the same place. This is a great option for those students who don't use social media much to see your stuff. It's also a great way to stay connected with your students personally.

## Posting Your Content

- Create and schedule posts in advance using Facebook and Instagram's scheduling tools, or use a free scheduling service like [buffer.com](https://buffer.com)
- Create a caption for your photo and video posts. The caption is a sentence or two that summarizes the visual content. For caption inspiration, look at magazines or websites you like and find sentences or headlines you find eye-catching.

- Under each caption, you **MUST** include a website URL, Facebook page or Instagram account, with a class registration or freebie offer. You need to send potential students somewhere with a call to action!
- Create a hashtag cloud for your posts. Do hashtag research for your local area on Instagram and include them under your caption of all your posts, along with some more general dance terms like #moveyourbody, #bellydancer, or #dancerlife. In this hashtag cloud please include #sharquiworkout. Keep in mind that Instagram has a limit of 30 hashtags per post.
- Boost **ALL** of your Facebook posts (see below for a visual guide). You can boost individual posts for as low as \$1-4. Or spend a larger amount - \$30 is good - for posts you want to promote longer amount of time and to reach more people. This is perfect for big events you want to aggressively promote.

## Boosting Facebook Posts

Step 1:



## Step 2:

### Boost Post

#### AUDIENCE

☒ People you choose through targeting [Edit](#)

Location - Living In: United States  
Age: 25 - 65+  
Gender: Female  
[Less](#)


☐ People who like your Page  
☐ People who like your Page and their friends  
☐ Custom Audiences  
☐ Israel

[See All \(28\)](#) | [Create New Audience](#)

Automatic Placements [?](#) ☒ ON


By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

[Cancel](#) [Boost](#)

**SharQui Workout**  
Sponsored ·

Like Page

Recognize and release what holds you back, and you can do anything!  
There's a free workout video waiting for you at <https://buff.ly/2ldCzxG>  
I hope you can join me at my Philly workshops on September 8. Sign up today 😊 ... [See More](#)



## Step 3:

### Boost Post

#### BUDGET AND DURATION

Total budget [?](#)

Estimated People Reached [?](#)

**130 - 740 people per day** of 79,000,000

Refine your audience or add budget to reach more of the people that matter to you.

Duration [?](#)

☒ 1 day ☐ 7 days ☐ 14 days


Run this ad until

You will spend an average of **\$1.00** per day. This ad will run for **30** days, ending on Sep 30, 2018.

#### TRACKING CONVERSIONS


By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

[Cancel](#) [Boost](#)

**SharQui Workout**  
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#### Step 4:

**Boost Post**

**BUDGET AND DURATION**

Total budget ⓘ

\$30.00 USD

▼

Estimated People Reached ⓘ

130 - 740 people per day

of 73,000,000

Refine your audience or add budget to reach more of the people that matter to you.

Duration ⓘ

1 day

7 days

14 days

Run this ad until

Sep 30, 2018

You will spend an average of **\$1.00** per day. This ad will run for 30 days, ending on Sep 30, 2018.



Like

Comment

Share

**TRACKING CONVERSIONS**

⚙️

By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

Cancel

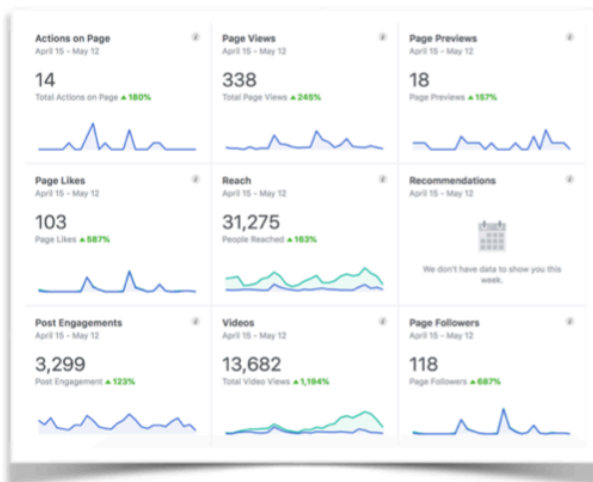
Boost

Remember - consistently boosting DOES work!

On the next page, I'll show you an example of my own monthly social media reports. You'll see how following this guide improves your social media performance!



Now that there has been a solid month of social media management, we have a lot more good information and can go further in depth examining month-over-month performance. The continued practice of boosting quality pre-scheduled posts has shown effective, with an overall uptick in metrics.



Starting with a general overview, we can see that every metric has gone up since April 15th, which was covered in our last report. There are very encouraging numbers for major metrics, especially page reach and page likes (which we'll go into momentarily). Even the tricky metric of page followers has shown a major improvement.

Recent post reach peaked around the time of the last Shimmy Shake event, which is explained by sustained post boosting. As has been shown, boosting posts in general leads to increased reach, but as we've also learned it doesn't take a large budget to accomplish this.



