

SOCIAL MEDIA FOR CLUBS

secrets & strategies
to take your business
to the next level

An abstract graphic design featuring a series of overlapping, parallel lines in various shades of blue, creating a sense of depth and movement. The lines are arranged in a way that suggests a large, stylized letter 'L' or a similar geometric shape. The background is a dark blue gradient.

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Online Marketing for Clubs & Business

Content & Details

Introduction to the program

Changes & Your Online Strategy

- Introduction to Marketing Changes
- The Customer Relationship of Tomorrow & Today
- Your Social Media Strategy
- Create Once, Publish Everywhere
- How to Use Hootsuite

Websites

- Introduction to websites
- Essential factors for your website
- Examples of Great Business websites
- Examples of Great Health & Fitness Websites

Search Engine Optimization

- Introduction to Search Engine Optimization
- The Google Family
- Sitemaps
- Online Directories
- Google Places for Business
- Analyzing your Competitors
- How SEO Quake Works
- Analyzing your Website
- Keyword Analysis
- Keyword Analysis for Health & Fitness Clubs
- 15 SEO Tools
- Dominating the First Page of Google
- Implementing your Strategy
- Pay per Click

Affiliate Marketing

- How Affiliate Marketing works
- Affiliate Marketing Platforms
- How to use Namechk

Blogging & Article Marketing

- Introduction to Blogging
- How to Create a Great Article
- How to write an Attention Getting Headline
- External Sources for Finding Great Headlines
- Critical Elements for a Successful Article
- Where to find and Spin Articles

- Where to submit your Articles
- 14 Steps to Sharing your Articles
- Where to Share your Article Offline
- Newsjacking
- Practical Article & Blogging Exercise
- Blogging Basics **EBook**
- Business Bloggers **EBook**

Your 10 Touch Plan

- Introduction to the 10 Touch Plan
- Strategies to stay in touch with your Clients – EBlasts & Mailings
- Newsletters
- Webinars
- Video Email
- How to Create Online Newspapers
- Postcards & Bulk Texting

LinkedIn

- Introduction to LinkedIn
- How to use LinkedIn as a Marketing Platform
- Changes to LinkedIn
- Your Personal & Public Profile
- Setting up Your Profile
- Completing Your Profile
- The Home Screen
- How to Add & Optimize Articles for LinkedIn
- Your Network
- The Job Section
- Messaging & Notifications
- New Advanced Features of LinkedIn
- How to use Groups
- How to Carry our Searches
- Example of a Good & Bad InMail
- LinkedIn Requirements for a Company Page
- Setting up Your Company Profile
- Example of a Great Company Profile
- Your LinkedIn Business Strategy
- Your LinkedIn Business Strategy Part 2
- Showcase Pages
- LinkedIn – Extra Tips

Video Strategy – Hardware & Software

- Introduction to Video Marketing
- Interview with Video Marketing Expert Mike Stewart
- Why use Video in Business
- Factors to take into Account in Planning your Video
- Equipment – Cameras & Other Recording Devices
- Using the iPad & iPhone to Video
- Using the iPad to Video in Dubai

- Autocue & Add-Ons for the iPad & iPhone
- Video Editing Software
- How to use Camtasia
- How to use Green screen or Chroma screen
- Other Software you can use
- Video Convertors
- Video resource Guide - [EBook](#)

How to use Video in Business

- Video Testimonials
- Example of a Video Testimonial
- How to Showcase your Product or Service
- Promoting Events with Video
- Meet the Team
- Video Contests
- The Sales Video
- Example of a Great Sales Video
- The 8 Steps to Create a Sales Video
- Success Stories
- The Humorous Sales Video
- 'How to' Videos
- Showcase your Company Culture
- Online Training Courses
- Meet the CEO
- Expert Interviews
- Technical Explainer Videos
- Recruitment Videos
- Staff Training
- Video Blogging for Profits [EBook](#)

Creating Your Videos

- Why use Video in Business
- Creating the Video – using Flixpress
- How to use 'Fiverr'
- Where to get Copyright Free Media
- Putting it all Together

YouTube Strategies

- Setting up your YouTube Channel
- Video Keyword Research
- Uploading & Tagging
- Video Thumbnails
- Liking, Linking & Comments
- Sharing your Videos
- Uploading to LinkedIn and Facebook
- Video Sharing Sites

- How to 'Kick Start' your Videos
- Your Video Process Summary
- Your Channels Look & Feel
- An Overview of YouTube – How it Works
- How to use Creator Studio
- How to use Creator Studio – Part 2 - Analytics
- How to use Creator Studio – Part 3
- YouTube Ranking Factors
- YouTube Mind Map
- YouTube Playbook - **EBook**

Live Streaming Video

- Live Streaming Video – Part 1
- Live Streaming Video – Part 2
- Live Streaming Video – Part 3
- Live Streaming Video – Part 4

Facebook

- Introduction to Facebook
- Setting up your Facebook Account
- Identifying Your Target Audience
- How to Create a Viral Facebook Post
- Strategies to Create a Successful Post
- Example of a Company that has built 2 Successful Businesses using Facebook
- An Interview with Facebook expert Mari Smith
- How to Advertise on Facebook
- Custom Audiences & Lookalike
- Where to Find Great Graphics for Facebook
- The Facebook Formula **EBook**

Twitter

- Introduction to Twitter
- How to use Twitter for Business
- Twitter – Getting Started
- Setting up Your Profile
- How to get Followers
- How to use Embedle
- Successful Brands using Twitter for Marketing
- Twitter Tools & Analytics
- The Twitter Glossary – **EBook**
- The Twitter Toolkit – **EBook**
- The Twitter Marketing Guide – **EBook**

Creating Visual Content

- Design & Visual Content – Part 1
- Design & Visual Content – Part 2

- Design & Visual Content – Part 3
- Design & Visual Content – Part 4

Other Social Media Channels

Instagram

- What is Instagram
- Instagram Quick Setup
- Instagram for Business
- Examples of Brands Using Instagram
- How to use Insights for Instagram

Pinterest

- What is Pinterest
- How Pinterest Works
- Pinterest in Action
- Pinterest for Business
- Companies using Pinterest
- Pinterest – 10 Take Aways

Social Media Tools

- 19 Social Media Tools - **EBook**
- 160 Content Marketing Tools for Your Business – **EBook**
- The Best Times to Post on Social Media – **EBook**

Putting it all Together

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