



Social Media Marketing & Enhancing Your Brand Awareness

Course Length: 1-day (8:30am – 4:00pm)

Course Cost: \$325.00 plus GST

Overview

SBC Corporate Training is proud to present a 1-day workshop with Ashlyn George! Ashlyn lives for travel and extreme adventures and manages to make it happen full-time by moonlighting as a digital media content creator and storyteller. She's also a former Saskatchewaner. A prairie girl to her roots, you can find her on Instagram @thelostgirlsguide.

Ashlyn is an award-winning travel writer and content creator based out of Saskatoon, Saskatchewan. With more than 50,000 readers and followers on her social platforms and website, The Lost Girl's Guide to Finding the World, Ashlyn creates daily content that inspires people to get outside and explore locally and globally.

An expert in her craft, Ashlyn has worked with international brands to share their stories, including NFL Canada, McDonald's Canada, CLIF Bar, The Canadian Press, CAA Magazines, the Indigenous Tourism Association of Canada, Travel Alberta and Tourism Ireland. She frequently appears on Global, CTV and CBC news and radio and has been named one of CBC's Future 40, KAYAK's Top 10 Travel Hackers and profiled in the New York Times.

Audience Profile

This course is for people who have experience with social media and how it works. They likely have accounts and are posting, but are looking to enhance their knowledge and effectiveness. This course is for people looking to take their social media to the next level.

Course Objectives

- Current State of Social Media
- Power of Storytelling Through Content Creation
- Content Creation & Aesthetics
- Measuring Success on Social Media
- Tips & Tricks to Growing an Audience and Engagement
- FaceBook, Instagram, Twitter, YouTube, and Pinterest
- Working with Brand Ambassadors and Influencers
- Top 10 Tips

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