

A woman in a dark vest and light-colored top is standing at the front of a room, gesturing with her hands as if presenting. She is facing a group of people seated at tables, who are looking towards her. The room has large windows with blinds. The entire scene is overlaid with a light blue semi-transparent filter.

The *Social* Brand

Marketing Webinars for 2021

A white rectangular graphic with several green circles of varying sizes scattered across it, positioned in the lower-left area of the page.

HELPING ORGANIZATIONS
SERVE THEIR MEMBERS

We specialize in helping organizations serve their members with free marketing classes.

We have years of experience partnering with many regional chambers, entrepreneurial centers and other organizations teaching classes for their members.

Our classes are designed to provide value to your members by providing needed education.

About The Social Brand



The Social Brand is a thriving branding and marketing agency.

Everything about business is social.

We believe growing your business happens through the relationships you build.

This drives us to give back to our community through providing free marketing education to organizations and their members.

We thrive by helping others thrive.

The Social Brand exists to creatively promote human connection. We do this by helping businesses speak to the **right people, on the right platform, in the right way.**

Hosting a Training with The Social Brand

TURKEY TRAININGS

Choose from one of our 10 tried-and-true turnkey training with all the things you need for a successful event.

MARKETING MATERIALS

We provide professional graphics, flyers and descriptions to help you promote your event

INCLUSIVE APPROACH

All trainings are applicable for any stage of business. From start-ups to well-established companies

Q&A WITH REAL ANSWERS

Time for questions and answers provided live in every event and we give real answers to your members. No sales pitch.

NO SALES PITCH

No sales pitch for you or your members before, during or after the presentation. Just good information.

Let's Partner together to serve your members.

www.thesocialbrandtn.com/host

What Others Have Said...



Having The Social Brand offer classes in the Farragut West Knox area has been a boon for our small business owners, members and non-members alike. The Farragut West Knox Chamber of Commerce has gotten fantastic feedback from these sessions, both in person and online. As an instructor, Victory is relatable, easygoing, but also clear and passionate about helping businesses utilize social media and digital platforms to maximum benefit. Her classes have high registration / attendance counts because she puts her own marketing expertise to work to promote them, and then delivers content that is on a par with the professional services her business provides for any client. Attendees who go to one come back for others because they're that good and relevant.

Julie Blaylock President of Farragut West Knox Chamber of Commerce



Marketing classes are a tremendous asset to businesses. As a chamber, it is very important to us to be able to provide easy access to such classes to our member businesses. Having Victory available to teach virtual classes during this scary time in our economy is even more important. Our goal is to have our businesses come back stronger than ever and these classes will help with that.

Brandy Gentry President of Monroe Chamber of Commerce



The Social Brand's approach to teaching marketing classes combines incredible expertise with a friendly atmosphere to create an engaging experience where small businesses actually learn material they can immediately put into use. Victory has been an asset for our own organization, those we support, and even our interns. I can't recommend The Social Brand enough to anyone who is looking to elevate their business and marketing expertise for a small business.

David Nelson Director of FoundersForge



The Virginia Highlands Small Business Development Center (VHCC SBDC) has had the pleasure of working with Victory Harbin of The Social Brand during the Pandemic and cannot say enough about the passion and knowledge she has in assisting small businesses. Victory is a professional who is constantly studying to bring new relevant content to her clients and has a terrific personality in working with clients one-on-one to solve their individual needs.

Cindy Fields Director
VA Highlands Small Business Development Center

Local SEO:

Optimize Your Online Presence to Get Found Online



Class Description

Local SEO helps businesses promote their products and services to local prospects and customers. In this class, you will learn:

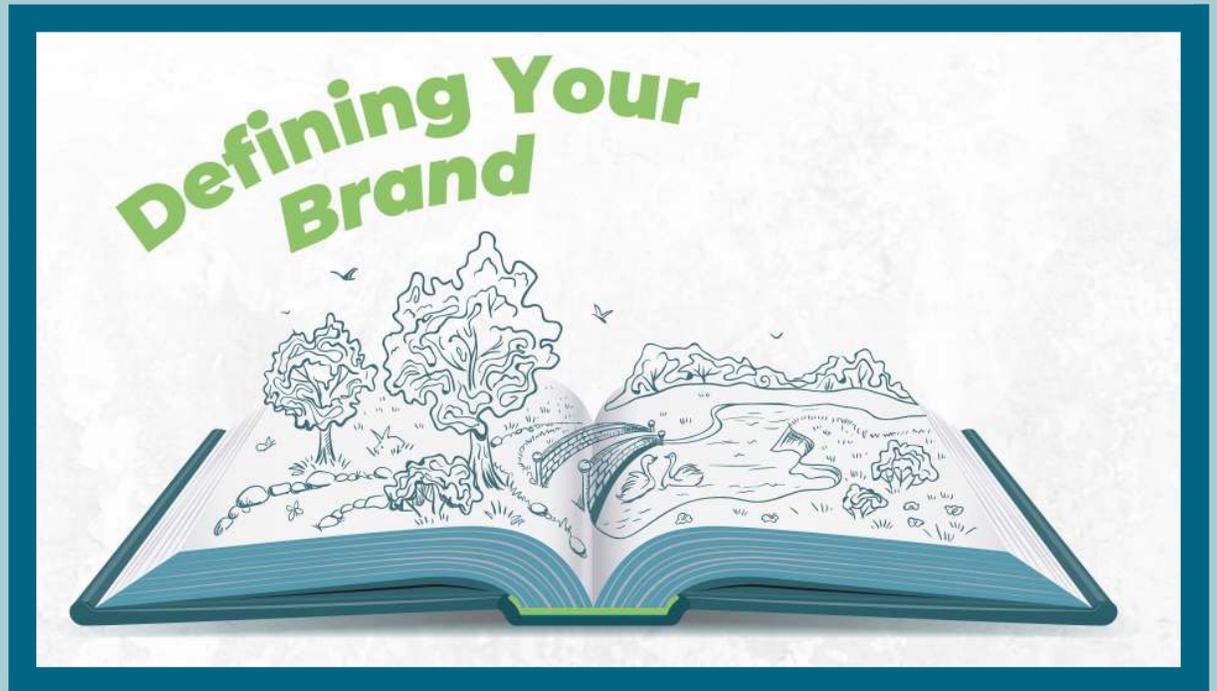
- What Local SEO is
- How to Win in Local SEO
- What Google Cares About when it comes to Local SEO
- Which Profiles are Worth Setting Up
- and much more!

The goal of Local SEO is to increase local visibility and traffic to your business. Is this something you need help with?

60 Minutes

Your Brand Matters:

How to Craft Your Story



Class Description

Storytelling is the new marketing. It's such an essential part of being human!

Identify what type of brand archetype your brand is and the types of stories you can tell around your brand. This class will teach you how to define your brand, how to tell your story in a way that captivates and connects with your audience, and how to use media to tell your story.

60 Minutes

Email Marketing

Growing Your List and Properly Emailing



Class Description

Despite the popular opinion that the era of email marketing has passed, its effectiveness is at an all-time high. At its core, email is one of the most human and relational tools at your fingertips to nurture leads into profitable customers for your business. In this class, you will learn how to:

- Grow your email list creatively
- Use segmentation to be more effective in your marketing efforts
- Utilize automation to bring a constant stream of new clients into your sales funnel

Begin taking advantage of this indispensable tool to add more to your bottom line.

60 Minutes

Content Creation

Blogging, Videos & More!



Class Description

Content is king. Finding a way to provide information in a way that your audience responds to and that you are able to consistently provide value is critical for success in content marketing. This class will teach you the basics about blogging, video, and more!

60 Minutes

Analytics

Understanding the Numbers of Marketing



Class Description

Being strategic about how you spend your time, money and effort will deliver better results. Use this data-driven approach to craft a strategic marketing plan that utilizes your existing marketing assets and gives you a framework to build on. This framework will help you:

- Identify who your ideal customers are
- Set bite-size actionable goals you can manage day-to-day
- Measure success and adjust for even better performance

Rather than a confusing document full of corporate-speak, you will walk away with a practical marketing plan that is laser-focused and helps you produce results for your business.

Be a better leader and marketer by being better informed.

60 Minutes

Write a Marketing Plan

(that works)

GET BETTER RESULTS!



**Write a
Marketing Plan**
(that works)

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60 Minutes

Growing Your Business Using Pinterest



Class Description

This class will be a beginner's guide on using Pinterest to Grow Your Business. This class will teach you how to:

- Create and optimize your Business Pinterest profile
- Know what types of content to post and give you tips on how to design your posts
- Understand ways to drive traffic to your website and grow your email list using Pinterest
- Automate your Pinterest strategy and give you recommendations on the tools to use
- Navigate analytics on Pinterest to determine your effectiveness.

Learn how to grow your profits on Pinterest in 2021!

60 Minutes

Branding Your Business

More than a Logo



Class Description

Ultimately, branding lays the foundation for effective marketing, so it's very important to have a distinctive brand to represent your company. This class will discuss

- branding
- how branding fits into your marketing and promotions process
- it's purpose and process
- give you practical applications

Learn how to be strategic in your branding and marketing for your business.

60 Minutes

Using Social Media to Reach More Buyers

GET FOUND ONLINE!



**Using Social Media
to Reach
More Buyers**

Class Description

Want strong sales this season? Learn 10 ways to use social media to add more to your bottom line. In this class, you will learn:

- The must-have tricks to re-engage interested visitors
- Clever ways to educate your customers on your products and services
- The secret to keeping your followers engaged

We will talk in broad terms about using social media but you will also leave this class with an action plan on what to post, when to post and how often.

Be effective and efficient.

60 Minutes

Getting Found on Google



Class Description

You want searchers to find you on Google when they're searching for your services or products- but how do you accomplish it? Should you use SEO or Google Ads? This class will give you an overview of the options available to your business and give you a framework to use to make a decision about which path is best to get your business found on Google.

60 Minutes

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