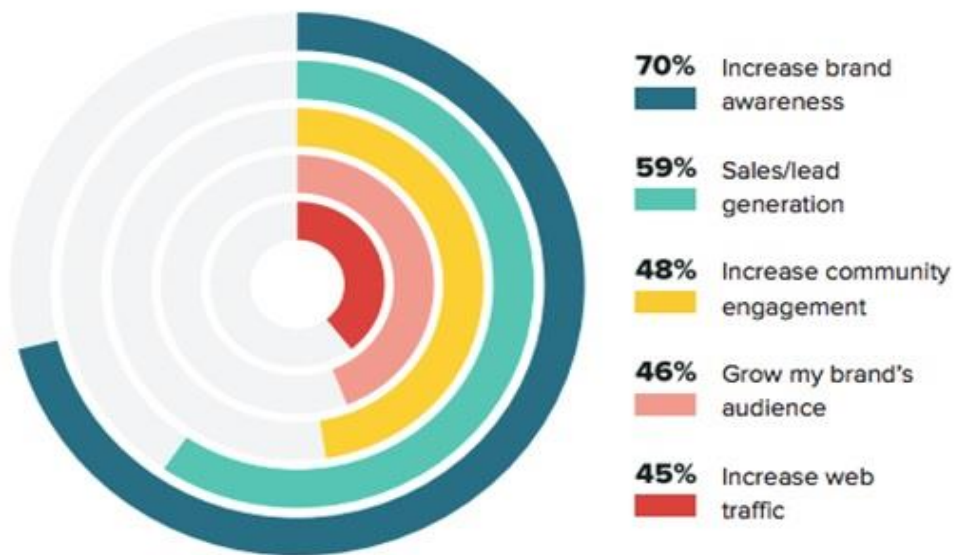


WHY CHOOSE SS ACADEMY

OUR CANDIDATES | OUR SOCIAL MEDIA & CONTENT STRATEGY | YOUR SUCCESS IS OURS

Social marketers' top goals for social



OUR SERVICES

Rates- As our trainees are here to learn not to make money the fees you will be paying for their services are far lower than the industry standard. £20 a month for a minimum of 12 pieces of content created by trainees being trained by industry experts is an incredible deal and an opportunity you won't want to miss out on.

Effort- Our agency of social media trainees are not only looking to gain more experience in social media marketing & management but are also willing to put in 110% effort to insure you as vendors are impressed with their work and that they gain all

the experience necessary to build a successful career in the world of social media.

Ahead of the game- Once our social media trainees are trained up and have all the experience & knowledge necessary to go out into the world of social media and begin to take on clients, if you would like to have them become your permanent social media manager you can be one step ahead of everyone else and bring them in. Having already created a relationship with them they may be happy to offer you their full-time services for a discounted price.

1ST BENEFIT

£20 a month for a minimum of 12 pieces of content created by trainees being trained by industry experts.

2ND BENEFIT

At-least 3 pieces of professional content being pushed out a week.

3RD BENEFIT

Vendors choose which candidates professionally edited social media content they like.

4TH BENEFIT

6-10 candidates with social media followings, mostly consisting of event & wedding planners: Like, comment & repost your content growing your brand awareness.

INCREASE BRAND AWARENESS

1. We increase brand awareness by using our candidates to increase the audience that sees your content. When you take a picture/video & post onto your platform, our academy candidates use that picture/video to edit & create professional social media content.
2. Vendors can select & post which content they like, from lots of content created by many of our candidates.
3. When you have chosen which candidates social media content you want to post, tag the candidate in by using their social media name
4. Once the candidate receives your tagged post they will:
 - Like the post
 - Comment on the post
 - Re-post their content
 - Request 5 other candidates in our academy to do the same thing



SALES/ LEAD GENERATION

We aim to help our vendors build an events & wedding planners referral network & win up to 500 customers per year by the end of 1 year working with us. We charge £20 per month, to reduce any strain on your business whilst growing your referral network. We will win you an average of 2 customers per month in the first year whilst we grow your referral network. In year 2 when your referrals network has been developed, we will focus on helping you win up to an average of 41 customers monthly.

INCREASE WEB TRAFFIC

Using our social media candidates & our vendor events. We aim to build your referral network of events & wedding planners & have them refer you up to 5,000 customers per year. We aim to make sure your social media & website is strong enough to have an average of 10% of referred leads turn into sales for your business by the second year working with us.

INCREASE COMMUNITY ENGAGEMENT

Our candidate's social media accounts have been developed to attract events, wedding planners/manager as followers. Our social media candidates main aim is to increase your community of events planners/managers and to increase engagement (They will engage with you to understand your product or services, costs and want to list you as a vendor they can use)

Our aim is to develop our vendors a referrals network of event & wedding planners.

It will be the responsibility of the head candidate and your social media candidate to turn your community of event and wedding planners into your strongest referrals sales leads generator.

GROW MY BRAND'S AUDIENCE

1. Event & wedding planners are naturally drawn to developing a network of vendors to support them implement 100's of events yearly. When an events & wedding planner see your products or services professionally marketed via our candidates social media, they will be drawn to research your business via your social media and join you as a follower until they need to contact you for an event. That's why it's important to have a Social Media and website audit conducted. It will make sure what your events & weddings planners see when they get to your social media platform will make them want to list your business.
2. You or your head candidate will monitor which candidate is creating content that is getting you the most engagement & followings. This is in order for you to know which candidate is best for your content creation. It's not just about beautiful content. It's about how the candidates conveys your business via social media to event & wedding planners. Your local area, referral incentives, quality through images/reels/customer feedback, your unique services, products & prices. These are the thing event planners look for when listing you.