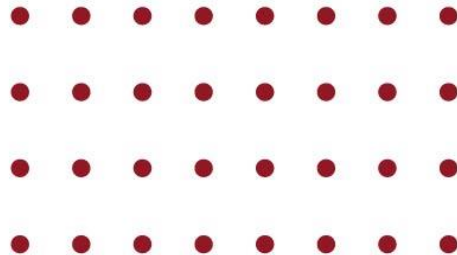


Review Session

How to Grow your
Career in Social
Media Marketing



Let's Answer these Questions!

- What does it mean to be a social media freelancer?
- What's the day-to-day of a freelance digital marketer?
- What skillset is needed?
- What are the income expectations?
- How can anyone become a better freelancer?



Work under Pressure



Commit



Work for Results, not for Money

The Complete Strategy to Freelancing

1. Building your presence
2. Marketing your services to get clients
3. Writing a winning proposal
4. Workflow
5. Effective communication and follow-up
6. Reporting




Templates to Remember

Digital Marketing Yearly Plan

Year	Month	Date	Category	Campaign/Activity	Details	Activity cost
20xx	Month	DD/MM/YEAR	Activity	Valentine's Day	Valentine's Day 20% Promotion - Social Media A	\$ 1,000
20xx	Month	DD/MM/YEAR	Activity	Father's Day	Valentine's Day 20% Promotion - SMS	\$ 1,500
20xx	Month	DD/MM/YEAR	Fixed Fees	Monthly Social Media Ads	Facebook & Instagram Ads	\$ 500
20xx	Month	DD/MM/YEAR	Fixed Fees	Email Marketing tool	MailChimp monthly fees	\$ 25
20xx	Month	DD/MM/YEAR	Activity	Father's Day Campaign	Special discount on selected items	\$ 200
20xx	Month	DD/MM/YEAR	Fixed Fees	Monthly Social Media Ads	Facebook & Instagram Ads	\$ 500
20xx	Month	DD/MM/YEAR	Fixed Fees	Email Marketing tool	MailChimp monthly fees	\$ 25
20xx	Month	DD/MM/YEAR	Fixed Fees	Monthly Social Media Ads	Facebook & Instagram Ads	\$ 500
20xx	Month	DD/MM/YEAR	Fixed Fees	Email Marketing tool	MailChimp monthly fees	\$ 25

Monthly Social Media Calendar - Template

Date	Visual	Facebook Caption	Instagram Caption	Keywords/topic
Monday	 <p>ELIE SARKIS</p> <p>eCommerce Terms & Definitions you need to know, If you are working on an online store.</p>	<p>Be more familiar with all the terms and definitions related to eCommerce and online stores. If you are working on a website and need more understanding of some terms, check out this www.eliesarkis.net</p>	<p>Be more familiar with all the terms and definitions related to eCommerce and online stores. If you are working on a website and need more understanding of some terms, check out the Link in Bio --> @sarkiselielie</p> <p>#ecommerce #ecommercewebsite #onlinestore #buildyourbusiness #digitalmarketing #digitalmarketingtips #ecommercetips #eliesarkis #digitalmarketingexpert #digitalmarketingtrainer</p>	<p>ecommerce, online store, terms, definitions, website</p>

Monthly Digital Calendar

[INSERT MONTH + YEAR]							KEY:
							Holiday
							Campaign
							Ebook
							Webinar
							Blog Post
							SlideShare
							Product Launch
							Experiment
							Other
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		New Product Launching		Holiday SlideShare Holiday Blog Post			
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Social Media Ebook Social Media Blog Post					
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		

Social Media Management Proposal Template

<https://planable.io/blog/social-media-proposal-template-free/>



Analytics Tools for Better Reporting

Reporting is Key

1. Social Media Channel Insights
2. Socialbakers.com
3. Sprout Social
4. Buffer Analytics

Or any similar tool with detailed social media analytics.

Reporting Essentials

1. Social Media report should be done on a monthly basis.
2. Some brands or companies prefer to receive performance reporting on a bi-weekly basis, every 2 weeks.
3. Clients can't know the efforts you're putting into while managing their accounts, unless you show them the work and its performance and results.
4. Keep your reports simple as not all readers are familiar with technical parts.
5. Focus on the end results, rather than stating metrics and figures. Support your figures with your own analysis, showing the impact that the campaigns are having on the business itself.

Promote your Social Media Business Online

Like any other brand; but here, you are the brand.

Prepare a plan for yourself and market it the right way to reach the right audiences for you.



Thank You!