

How SOCIAL MEDIA COACHING WORKS

In order to provide a professional service, we operate along the following basic structures:

1 EXPRESSION OF INTEREST

You contact us to express your interest in getting help to begin your social media strategy. We ask you to fill out a short online form with your contact details, indicating what you need:

- to deal with customer service and complaints issues
- to keep an eye on the competition
- to source suppliers and collaborators
- to find potential new employers
- to expand the visibility of your brand and product to service and reach new customers

After this, we will direct you to an online location where you can book and purchase one Initial Consultation.

2 INITIAL CONSULTATION & RECOMMENDATIONS REPORT

During the Initial Consultation, we will find out:

- Further details regarding your desire to being to use Social Media
- This will be followed with a Recommendations Report. This will include:
 - A list of which social media tools are suited for you and your business, and which aspects of those tools to focus on and why.
 - Indications of which of your competitors are using Social Media successfully
 - Which Online Coaching Sessions would be suitable for you
 - Whether a Social Media Policy is suitable for you and some suggestions for how to integrate it with your existing Marketing Policy. We can do this with or for you, depending on resources.

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How to book your Initial Consultation:

1. Navigate to <http://sensei.setster.com>.
2. Select an appropriate session from the list. In this case, *Initial Consultation (Online)*.
3. Select a date and time that suits.
4. You will be directed to a payment screen. We will be sent an email to inform us a booking has been made and will be in contact via email to confirm.

3 ONE-TO-ONE COACHING AT YOUR PREMISES OR ONLINE COACHING*

We use the Recommendations Report as a guide, providing as much help as possible via demos and mentoring, so that you complete each session closer to your goals, and more confident of your new skills.

Please consult the [Online Coaching Sessions](#) document for details of each session.

How to book online coaching:

1. Navigate to <http://sensei.setster.com>.
2. Select an appropriate session from the list. In this case, *Social Media Coaching (Online)*.
3. Select a date and time that suits.
4. You will be directed to a payment screen. We will be sent an email to inform us a booking has been made. We will be in contact via email to confirm.

4 MONITORING TIME

Following an Online Coaching Session, you may purchase some one-off **Monitoring Time** from us. This will include monitoring of all identified online profiles and sites for:

- Content
- Regularity

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➤ Image

➤ Impact

A short report will be produced following each period of monitoring, with further recommendations.

5 RETAINER ARRANGEMENT

An alternative to the Monitoring Time option - for those who want some long-term help - is to make use of a monthly **Retainer Arrangement** to monitor your social media.

This works in a similar way to the Monitoring Time, and includes a short monthly report, with recommendations, to keep you in line with an agreed strategy.

Please contact us on 028 9043 6634 or info@sensei-winbeforehand.co.uk for costs for items 4 and 5.