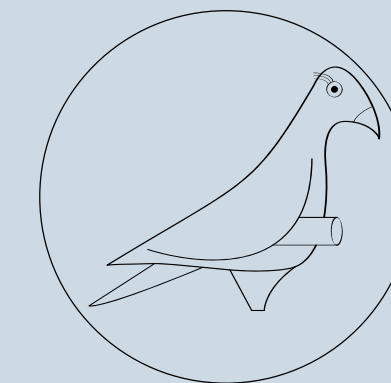


SOCIAL MEDIA WORKSHOP SERIES

*By Sarah March of
Grey DoveDesign House*



www.reginasocialmedia.com

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MEET SARAH



Hi, I'm Sarah, the owner of Grey Dove Design House LTD!

As the proud owner of Grey Dove Design House LTD. (GDDH) with 12 years of social media experience, I am committed to sharing my expertise with others.

Throughout my career, I've pursued knowledge through conferences, online courses and contributed to my community by creating and leading social media workshops and personalized training sessions.

What sets me apart? It's my unique blend of marketing and communications education, combined with my graphic design expertise—enabling me to offer workshops from a business perspective.

Ready to level up your social media skills and manage your business's accounts like a boss? Join me for an exciting upcoming social media workshop series tailored by a seasoned social media manager.

"Sarah, Thank you so much for the workshop! There is so much to know when it comes to social media for business, so I'm always trying to keep up. I have attended a LOT of social media sessions these last couple years and I loved how you condensed it all so well into the one hour. It was JAM packed with info. I'm excited to use all this new-found information and take my business's social media management strategy to the next level!"
-Aileen Martin, Prairie Central

TRAINING EXPERIENCE

*Century Casinos in Colorado
(Central City and Cripple Creek)*
Trained management and employees how to strategically manage business accounts for social media (Facebook, Twitter and Instagram focused)

2016

Anytime Fitness Regina
Trained employees and personal trainers how to manage business accounts and social media branding (Facebook and Instagram focused)

2021

Tourism Saskatchewan
Trained owners and management in the Hospitality and Tourism Industry in Saskatchewan how to manage their Facebook Business accounts during a 3 hour interactive workshop (beginner level)

2023

Tourism Saskatchewan
Conducted a one-hour "The Magic of KPI's" webinar for owners and management in the Hospitality and Tourism Industry in Saskatchewan to track their digital marketing efforts

2024

Mioysowin Salon & Spa
Trained management and stylists how to create and manage individual business accounts aligned to the overarching business's brand (Facebook and Instagram focused)

2020

Saskatchewan Association of Recreation Professionals (S.A.R.P.)
Hosted a one-hour "Social Media Essentials" webinar on behalf of S.A.R.P. to guide individuals in the Therapeutic and Recreation Sector how to manage social media accounts in their workplaces (Facebook, Twitter and Instagram focused)

2022

Tourism Saskatchewan
Trained owners and management in the Hospitality and Tourism Industry in Saskatchewan how to navigate Facebook Business Manager and set-up advertising campaigns from scratch during a 3 hour interactive workshop (advanced level)

2024

Tourism Saskatchewan
Created and facilitated a one-hour "Accelerate Your Business Growth in 2025 with Cutting-Edge Social Media Trends" webinar for owners and management in the Hospitality and Tourism Industry in Saskatchewan to support their social media strategies on the main platforms

2024

**THUR. MARCH 27
10 - NOON. SK TIME**

Mastering Audience Insights and Branding Strategies Workshop

Equip yourself with the expertise to understand your audience, bolster brand identity and maximize your business's Facebook, Instagram and TikTok profiles.

WHAT YOU'LL LEARN

1

CREATING CLIENT AVATARS TO UNDERSTAND YOUR TARGET AUDIENCE:

Tailor your marketing efforts for increased engagement, loyalty and conversions by discovering how to create client avatars and gain insights into their demographics, interests and behaviour patterns.

2

GETTING A BETTER HANDLE ON BRANDING YOUR BUSINESS ONLINE:

Explore branding fundamentals and apply them to your online presence. Define your brand identity and learn the branding elements that will help differentiate your business, foster trust and build long-lasting relationships with customers

3

ENHANCE YOUR BUSINESS PRESENCE ON FACEBOOK, INSTAGRAM AND TIKTOK:

Learn insider tips for optimizing your business's profiles and practical strategies that you can implement right away on these platforms.

REGISTER NOW

IDEAL FOR:

- **Business owners**
- **Managers**
- **Marketers**
- **Anyone responsible for maintaining a business's social media presence**

Whether you're a seasoned professional looking to refine your strategies or a newcomer seeking foundational knowledge, this workshop offers valuable insights and practical techniques applicable across various industries and business sizes.

**THUR. APRIL 3
10 - NOON. SK TIME**

**Creating Irresistible Content
Across Facebook, Instagram
and TikTok Workshop**

Acquire fresh insights into crafting compelling content, mastering storytelling techniques and harnessing platform-specific features across Facebook, Instagram and TikTok.

WHAT YOU'LL LEARN

**1 CREATING ENGAGING
CONTENT AND POSTING
BEST PRACTICES:**

Uncover the secrets of captivating content, essential posting techniques and the power of captions, hashtags and visuals for compelling storytelling and deep audience engagement—ensuring your content catches attention and sparks interaction.

**2 FACEBOOK, INSTAGRAM +
TIKTOK'S UNIQUE FEATURES
FOR SHARING CONTENT:**

Explore the distinct features of these platforms and harness their specialized tools to elevate your content's reach and impact. Understand platform-specific trends and algorithms to optimize content performance and captivate your audience effectively.

**3 TELLING STORIES LIKE A PRO +
PRODUCING CONTENT THAT
RESONATES WITH YOUR AUDIENCE**

Refine your storytelling skills and craft narratives that profoundly connect with your audience's interests and emotions. Offering seasoned guidance on creating compelling copy and ensuring your posts stand out in the crowded landscape on social media.

REGISTER NOW

IDEAL FOR:

- **Business owners**
- **Managers**
- **Marketers**
- **Content Creators**
- **Anyone seeking to improve content creation skills and social media presence**

Whether you're a beginner looking to learn the basics or an experienced professional seeking to refine your strategies, this workshop provides valuable insights and practical techniques applicable across various industries and business sizes.

**THUR. APRIL 10
10 - NOON. SK TIME**

**Unlocking Social Media Mastery:
Tools, Engagement and Future
Planning Workshop**

Add more hours to your day with insider insights on efficiently managing business social media accounts.

WHAT YOU'LL LEARN

**1 SOCIAL MEDIA TOOLS
FOR STREAMLINED
BUSINESS MANAGEMENT**

Discover essential social media tools and platforms for streamlined content creation, scheduling and analytics, optimizing your business's online presence. Gain expertise in leveraging these tools to track performance metrics effectively and selecting the right ones for your specific needs.

**2 A STRATEGIC SOCIAL MEDIA
APPROACH WITH ENGAGEMENT,
COMMUNITY + ANALYTICS**

Craft a tailored social media strategy to align with your goals and audience, fostering engagement and frequent interaction. Learn tried and true community management and performance analysis techniques and master social media analytics for refining strategies and maximizing impact.

**3 EFFICIENT CONTENT PLANNING
USING CALENDARS + IMAGE BANKS
+ OTHER TIME-SAVING HACKS**

Excel in content planning with efficient calendars and organization. Explore image bank management for visual consistency and learn time-saving hacks for productive content creation and distribution.

REGISTER NOW

IDEAL FOR:

- **Business owners**
- **Entrepreneurs**
- **Marketers**
- **Social Media Managers**
- **Content Creators**
- **Anyone responsible for managing or overseeing social media accounts for business**

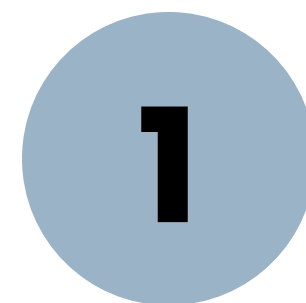
Whether you're looking to improve efficiency, gain insider insights or refine your social media strategies—this workshop provides valuable knowledge and tools applicable across various industries and business sizes.

**THUR. APRIL 17
10 - NOON. SK TIME**

Setting-up Facebook and Instagram Advertising and Learning the Ins and Outs Workshop

Walk away with an understanding of how to create engaging ads, run ad campaigns and review the data. Get hands-on practice setting-up accounts and using the platform so you're ready to tackle your goals.

WHAT YOU'LL LEARN



UNDERSTANDING FACEBOOK + INSTAGRAM ADVERTISING BASICS AND ACCOUNT SETUP

Discover how Facebook and Instagram ads help achieve business goals with diverse objectives and formats. Receive step-by-step guidance for setting-up advertising accounts on Meta Ads Manager, along with practical tips for navigating platforms and launching campaigns.



CREATING COMPELLING ADS FOR FACEBOOK + INSTAGRAM

Learn powerful strategies for shaping ad creatives and messaging that aligns with business goals, including selecting visuals and writing copy to convey your intended message and inspire action. Gain insights into designing ads that resonate with the target audience and drive desired outcomes.



ANALYZING + OPTIMIZING FACEBOOK AND INSTAGRAM ADVERTISING CAMPAIGNS

Explore using analytics tools to measure campaign performance against set goals and interpret key metrics. Uncover strategies for improving campaigns based on data insights to reach business goals.

REGISTER NOW

IDEAL FOR:

- **Business owners**
- **Entrepreneurs**
- **Marketers**
- **Anyone responsible for managing social media advertising campaigns for business**

Whether you're eager to learn ad creation, boost efficiency, gain insider insights or refine strategies for Facebook and Instagram advertising—this workshop provides valuable knowledge applicable across industries and businesses of all sizes.

SOCIAL PROOF

What our
amazing
trainees
have to say

"Sarah, Thank you so much for the workshop! There is so much to know when it comes to social media for business, so I'm always trying to keep up. I have attended a LOT of social media sessions these last couple years and I loved how you condensed it all so well into the one hour. It was JAM packed with info. I'm excited to use all this new-found information and take my business's social media management strategy to the next level!"

***-Aileen Martin,
Prairie Central***

"Sarah demonstrates incredible knowledge and loves sharing it with others. I had worked with GDDH for almost two years and Sarah not only knows about Social Media, she lives it! I highly recommend working with Sarah for your Social Media needs!"
-Megan Jones, S.A.R.P.

"I recently attended Tourism Saskatchewan's Facebook for Beginners workshop facilitated by Sarah March of GDDH. I thoroughly enjoyed the interactive and hands-on workshop and found it to be helpful. She didn't just show the group how to set-up a Facebook Business Page from scratch, but she also went into the nuts and bolts of how to communicate and brand our Facebook Business page to speak to our target audience and attract a larger following."
***-Amy Schauss,
Northern Sky Developments***

PRICING + NEXT STEPS

Each course is **249**

OR

**Attend all four
workshops for
ONLY 800**

1

Determine which courses you wish to attend and book those days/times off in your calendar!

2

Sign-up for the social media workshop series and by visiting the [link here](#).

3

Expect a confirmation email of your registration and further instruction and materials to prepare you for the exciting workshop series ahead!

**In 2022, the average
Canadian spent 6 hours
per day on digital media**

And 93.8% of Canadians are now plugged into the internet. This statistic reinforces how crucial it is for businesses and organizations to have an online presence in this day and age.

THANK YOU.

INFO

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Web: www.reginasocialmedia.com

Web: www.gddh.ca

