



# MASTERING SOCIAL MEDIA MARKETING

**It's the Attention Economy:** Join us to learn how to stand out, build a following, and turn eyeballs into sales through a high-impact social media strategy



It's difficult to imagine a world without social media. But it's become a super-crowded space - easily accessible, but overwhelming for the entrepreneur who doesn't have a big budget.

## SO HOW DO YOU GRAB ATTENTION, BUILD LOYALTY AND ACTUALLY SELL YOUR PRODUCTS OR SERVICES?

Leveraging social media for your business is way different to your personal use. That's why we're bringing you the tools, the tricks and the thinking to attract clicks and customers - from Twitter to Tik-Tok.

Register now for this don't miss webinar!

**18 MAY**  
2023

**13h00 to 14h30**

 **Register here to attend**

**made** IN SA

Market Access for Digital Entrepreneurs in SA

This practical session will develop or fine-tune your social media strategy. You will learn how to:

- Identify the right platform for your target audience based on your offering and brand priorities.
- Create content that reflects your unique business and that drives sales and meaningful connections.
- Strike the right tone, and plan how often you need to post and what your audience needs to hear to create "message consistency".
- Optimise and link social media campaigns to drive a call to action that creates new customers.
- Stay abreast of the latest social media trends and tools.



ABOUT THE SPEAKER

Lizzy van Niekerk is a well-known digital marketing specialist with extensive experience in social media strategy, design, platform optimisation and content creation. In the past 11 years she has worked with over 80 large global and local brands and 30 SMMEs. As a strong supporter of digital marketing for SMMEs, she started her own marketing agency, Little Rabbit Digital, four years ago to make it possible for SMMEs in South Africa to access top quality expertise. Lizzy has worked in nearly every sector imaginable and as a result, brings a wealth of knowledge in both the B2B and B2C space.



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