



CONTENT MARKETING

# *Social Media*

webinar series



# Thank You to Our Partners



Hi! I'm Lisa Perry  
(and that guy next to me is Brian)



**perryproductions**  
digital marketing agency

*Lisa Perry*  
SOCIAL  
online learning





## Wednesdays (12pm – 1pm)

Click on dates to register

[March 25 – Facebook Marketing](#)

[April 1 – LinkedIn Marketing](#)

[April 8 – Video Marketing](#)

[April 15 – Content Marketing](#)

[April 22 – Email Marketing](#)

[April 29 – Instagram Marketing](#)



# How Can You Connect with me?

**Facebook Group:** [facebook.com/groups/socialmediasuccesswithlisa](https://facebook.com/groups/socialmediasuccesswithlisa)



The screenshot shows the Facebook group page for "Social Media Success with Lisa Perry". The page is a public group with 112 likes and 101 members. The cover photo features a smiling woman with blonde hair and the text "Social Media Success WITH Lisa Perry". The group is created by Lisa Perry Social. The description states: "Welcome to the Social Media Success with Lisa Perry! This group was created by Lisa Perry Social to give business owners and professionals a place to learn more about social media marketing and connect with others on the topic." The group type is "Social Learning" and the location is "United States". The page also shows a "Write Post" section with options for "Photo/Video", "Live Video", and "More". A "NEW ACTIVITY" section shows a post by Lisa Perry Social updated the description on March 18 at 1:45 PM. The page also includes a "Shortcuts" section with various local business listings.



# Turn Off All Distractions



# Reasons for Attending Today's Webinar

- You regularly create content, but it's a struggle.
- You create content sporadically without any real plan.
- You don't create content regularly at all.



# Reasons for Attending Today's Webinar

- Whatever your motivation for being here, I am going to make sure you walk away today with more confidence when creating content for your business



Lisa Perry  
SOCIAL



# Agenda

- Content Formats
- Brainstorm Content Ideas
- High Value Gated Content
- Repurpose/Improve Your Best Content
- Look for Referral Sources
- User-Generated Content (UGC) = GOLD!



# Why Invest in Content Marketing?

- Quality/consistent website content helps you rank higher with **Search Engine Optimization (SEO)**—Google, Yahoo, Bing, etc.
- Original content is more valuable than curated content; REALLY good content will actually be **curated by others**
- Consistent content for **emails and social media posts**
- By 2021, Cisco says, **video will represent 82% of all internet traffic**—remember, Google cannot “read” video



# Why Invest in Content Marketing?

“High quality website content has the potential to yield **tremendous results for a very affordable investment.**”

Mike McEvoy, WebPresence Solutions



# Content for Your Marketing Funnel

- **Awareness Building (Free)**      How-to-Video or Blog Article (COLD)  
Facebook Ad
- **Lead Generating (Gated)**      Checklist or Cheat Sheet (WARM)  
CTA – After watching video  
CTA – Website
- **Sales Conversion (Gated)**      Webinar or Free Consultation (HOT)  
CTA – Email
- **Objection Handling**      Discount or Testimonials  
CTA – Email




# Moving Along Your Marketing Funnel

- Linking to other blog articles within a blog article
- ***NOTE: Email delivers the highest ROI for marketers... Join me next week!***
- Link to product or service within too

## How Do I Track a Form Submission with Google Analytics?

If you're asking yourself how do I track a form on [Google Analytics](#), you're in the right place. With [MonsterInsights](#), you don't even need to set up tag configuration and Google Tag Manager. Analytics for form submissions can be tracked by following these steps:

WPForms is the best WordPress Form Builder plugin. [Get it for free!](#)

 Join 3,000,000+ using WPForms to [build smart forms in](#)

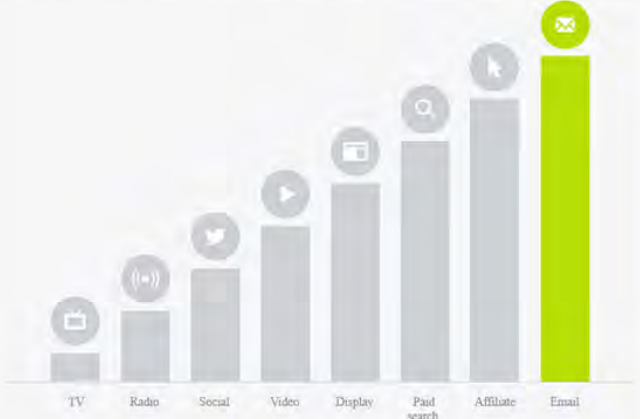
### Email Marketing – Statistics and Facts

Email marketing is a great way to generate leads, nurture relationships with new subscribers and existing customers, and promote your business to people long after they leave your website.

Ready to skyrocket your income online through your email list? We've compared costs and features of the best [email marketing services](#) available today.

Take a look at these exciting email marketing statistics and facts and discover where you can make changes in your own strategies.

#### Email delivers the highest ROI for marketers

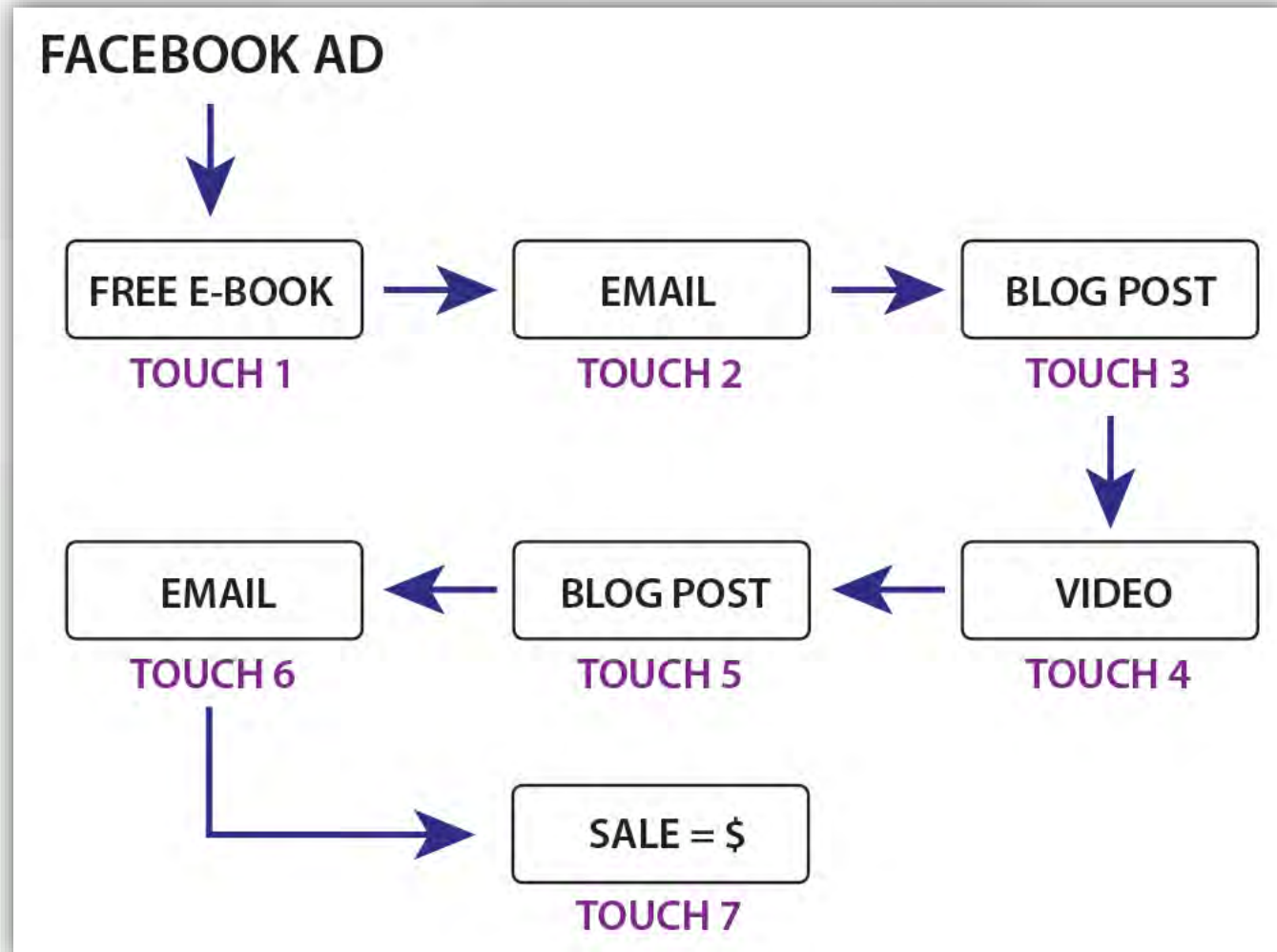


Marketing Channel	ROI Level
TV	Low
Radio	Low-Mid
Social	Mid
Video	Mid-High
Display	High
Paid search	Very High
Affiliate	Very High
Email	Highest

\* According to VentureBeat, email is the channel generating the highest ROI for marketers



# 7 Touches Marketing Rule



# Content Formats

## Content 101

- Blog post
- Images
- Email
- Survey (make it specific)
- Video
- Slideshow
- Timeline



## LinkedIn Marketing: Positioning Yourself as a Thought Leader



During my April 1, 2020 webinar on [LinkedIn Marketing](#), live attendees sent in some of their most pressing questions about the social media platform. Some of those questions have been answered already in [Social Media Success with Lisa Perry](#), an online community for small business owners.

Recent Posts

**LinkedIn Marketing: Positioning Yourself as a Thought Leader**

[LinkedIn](#), [Social Media](#), [Thought Leadership](#), [Webinar Questions](#)

Apr 03, 2020

**LinkedIn Marketing: Visibility and Degrees of Connection**

[LinkedIn](#), [Social Media](#), [Webinar Questions](#)

Apr 02, 2020

**Flatlays: What They Are and How to Create Them**

[How To](#), [Photography](#), [Visual Content](#)

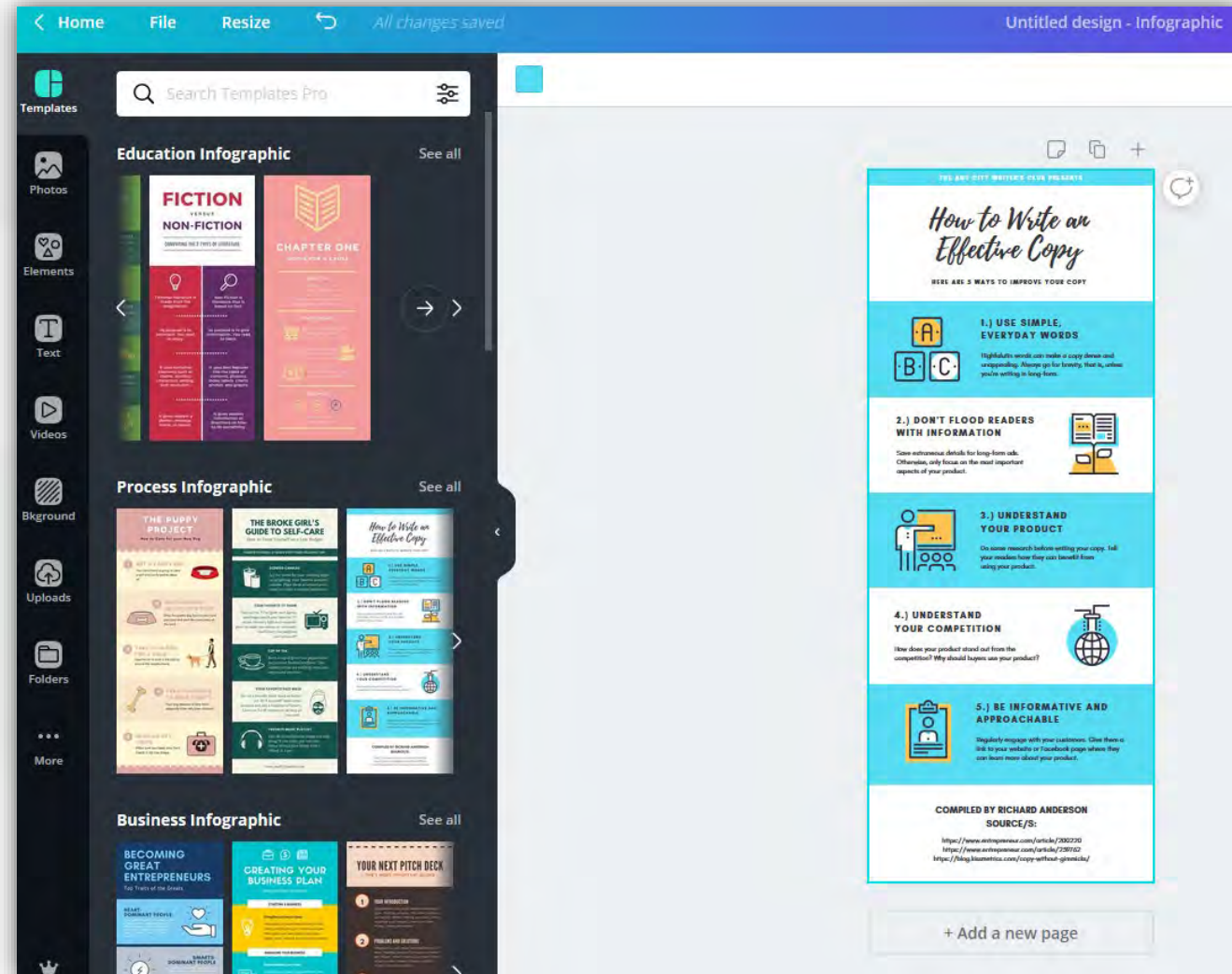
Mar 19, 2020



# Content Formats

## Content 201

- Infographic
- Live Video
- Webinar
- Podcast
- Quiz (match customer to a product)
- Map (where are your customers?)





# Content Formats


## Content 201

- Infographic
- Live Video
- Webinar
- Podcast
- Quiz or Tool (match customer to a product)
- Map (where are you customers?)



Jason Huddle shared a link.  
Admin · April 9 at 5:19 PM

Finally, something fresh to listen to while you're stuck at your house! If you're looking for ways to help others during the #COVID19 crisis, or if you need help yourself, you're going to want to listen to this week's episode! We have Ed Hosack, from Cooperative Christian Ministry on to talk about several timely programs they have going right now and ways you can help or get help! Plus, we also talk about I Love My City Weekend 2020 and how that has changed in the wake of the restrictions. Give a listen!



BUZZSPROUT.COM  
**How to Help Others in the Midst of the COVI-19 Crisis** - Up Front with Cabarrus Magazine Save

9 2 Comments 1 Share

Like Comment Share

Jason Huddle Thanks to our sponsors! Atlantic Bay Mortgage Group, Cabarrus Arena & Events Center, Cabarrus Eye Center, PA, Certec Automotive, Code Ninjas, Concord Downtown Development Corporation, Family Wealth Partners, New Hope Worship Center and Walk Cabarrus! 1

Like Reply · 4d

# Brainstorm Content Ideas

- Your People (Staff)
  - Behind the Scenes
- Your People (Clients)
  - Transformations/Case Studies
- Your Product/Service
  - Most Popular Items
- Industry News
  - Previews or Latest Releases
- How To's
  - Tips, Tricks, or Long Form
- Your Business History
  - Milestones
- Product Objections
  - Time/Too Complicated/Content
- 3 Ways to Fit Social Media into Your Busy Schedule
- 5 Easy Tips to Simplify Your Social Media Marketing
- 7 Steps to Creating Content that Your Followers Will Love



# High Value Gated Content

**What is Gated Content?** Any online material that you lock behind a form. This is a great way to collect emails for your list.

- Ebooks
- Whitepapers
- Checklists
- Cheat Sheets
- Evergreen Webinars



# High Value Gated Content

- eBooks

## FREE Download: The Ultimate Emoji Cheat Sheet

You see them everywhere. Do you really know how and when to use them? This cheat sheet will tell you where to find them and how to effectively use them in your business!

Download My PDF



## THE ULTIMATE EMOJI CHEAT SHEET



Let's face it, the world today is one full of emojis. You know, emojis: those little icons everyone includes with their text messages, on their social posts and even sometimes in their emails.

EMOJIS ARE EVERYWHERE

But what are they, exactly?

Emojis have become one of the most popular trends in communication due to their convenience. An emotion, item, activity, you name it, there's an emoji for it—meaning you can say a lot in only a few characters. Beyond their convenience, emojis are fun! I mean, just look at these guys...

### WHAT'S INSIDE?

WHY YOU SHOULD USE EMOJIS IN YOUR BUSINESS MARKETING

HOW TO CREATE CUSTOMIZED EMOJIS ON AN IPHONE

EMOJIPEDIA: OUR FAVORITE EMOJI RESOURCE

USING EMOJIS IN SOCIAL MEDIA POSTS



lisaperry.com | Facebook: @LisaPerrySocialMedia | Instagram: @LisaPerrySocial

THE ULTIMATE EMOJI CHEAT SHEET

PAGE 2

Okay, so they're cute and convenient, that's all well and good, but why should you use them in marketing?

Adobe's 2019 Emoji Trend Report, a survey conducted to better understand the way we use emojis, provides keen insight for brands who want to be relevant in today's digital marketing landscape.

For example, 58% of those surveyed said the presence of emojis in an email subject line makes them more likely to open it.



Wolf Down a 40% Off Menu-Priced Item 🐾  
🐾 Sink your teeth into 20% off \$60  
🌴 US Virgin Islands - \$200s/\$300s (RT, bags extra)  
🛩️ Paging passenger: You're getting the deal of a lifetime

And, 51% said they're more likely to engage with a social media post that contains emojis. That's over half of the surveyed sample saying that they are more likely to do something just because you added those cute little icons. I'd say that's some pretty convincing data!

However, it's one thing to know why you should use them and another thing to understand how you should use them.

### Cheat Sheet Challenge

Can you guess this classic horror movie using only emojis? Share your answers with us on Instagram using #CheatSheetChallenge!



lisaperry.com | Facebook: @LisaPerrySocialMedia | Instagram: @LisaPerrySocial

THE ULTIMATE EMOJI CHEAT SHEET

PAGE 4

Next, locate the Thumbs Up emoji, but don't click on it just yet. Instead, press and hold. You'll notice options appear above the emoji.

With your finger still holding the icon, slide upward and drag along the options until you land on the one you want and let go.



PRO TIP: Use a variety of skin tones to help emphasize your commitment to diversity and better relate to a wider audience.

Wow! Your emoji is now customized. Notice that your keyboard has saved it as its most recent customization. This is to help you access it easier.

If you want to change it back or switch it to something else, simply press, hold, and drag all over again.



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# High Value Gated Content

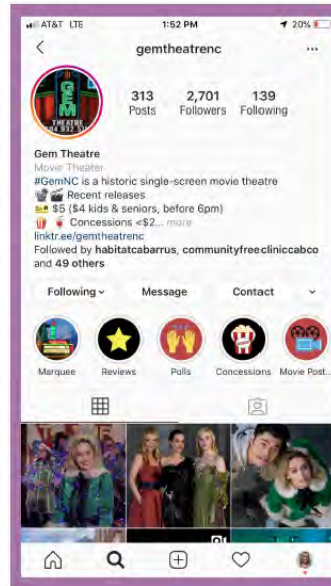
- Checklists

## INSTAGRAM WOW PROFILE CHECKLIST

WOWing people with your Instagram profile is a MUST!

This checklist of things to do on your profile will allow you to impress all of your first time visitors and make sure that they follow you.

- Branded Profile Image**  
It's the first thing people will see and how they'll identify you. Make it count.
- Correct Business Category**  
The Gem Theatre (right) is an "Historic Place" and that's how it was originally set up on Instagram. However, they want to attract movie goers, so "Movie Theater" is a better category for them.
- Fun, Informative Description**  
Pro Tip: Use emojis to help break up all of that text in your bio.
- Include a Link in Your Bio**  
I recommend using linktr.ee so that you can host multiple links at a time.  
  
OR  
**Include a Freebie in Your Bio**  
Free PDFs of information or checklists are great incentives for followers to click through and provide their emails.
- Contact Info**  
Make sure all of your information is entered correctly so the Contact button will display on your page and allow people to contact you easily.
- Highlights**  
I want to see 4-5 on every profile! These come directly from your Instagram Stories and act like menu items on a website.



lisaperrysocial.com | Facebook: @LisaPerrySocialMedia | Instagram: @LisaPerrySocial

Lisa Perry  
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LEARN WITH ME

## LinkedIn Personal Profile Worksheet



### Relevant LinkedIn Statistics

- 94% of recruiters choose LinkedIn to reach out to their candidates
- 57% of companies set their pages in LinkedIn
- 50% of B2B buyers look over LinkedIn before making any purchasing decisions
- 94% of B2B marketers pick LinkedIn for content distribution
- Over 1 million people adopted LinkedIn's publishing platform for sharing their 130,000 posts per week

### Making a First Impression

#### Photo

- It's best to have your photo taken by a professional to give the most professional appearance.
- Upload professional photo - The ideal LinkedIn profile picture is 400 x 400 pixels and no larger than 8MB.

#### Title

- Memorable. Use keywords you want to be known for.
- What do you do? (NOT your job title. What actions do you perform? What do you create? etc.)
- What are you known for? Don't use meaningless terms like "ninja" or "specialist" here
- 120 character maximum - make each character count!

#### Location

- Where do you do what you do?

#### Business Sector

- What category best describes what you do?
- This is a drop-down list. Choose the best fit or one that best describes the majority of your work.

### Claiming Your Unique URL

- This is your LinkedIn website address. It is unique to your account.
- Edit your LinkedIn URL; make it easy to remember

FOR EXAMPLE  
<https://www.linkedin.com/company/lisaperryproductions/>

Lisa Perry  
SOCIAL

Visit us at lisaperrysocial.com | Email me at lisaperryproductions.com

Lisa Perry  
SOCIAL

Visit us at lisaperrysocial.com | Email me at lisaperryproductions.com

# Impact of Webinars on Email List

- 40% increase to our email list in 30 days
- Partnerships with Chambers
- Value CONTENT



# Tools You Should Be Using

- Google Search Console
  - Repurpose and/or improve you existing content

<https://search.google.com/search-console/about>

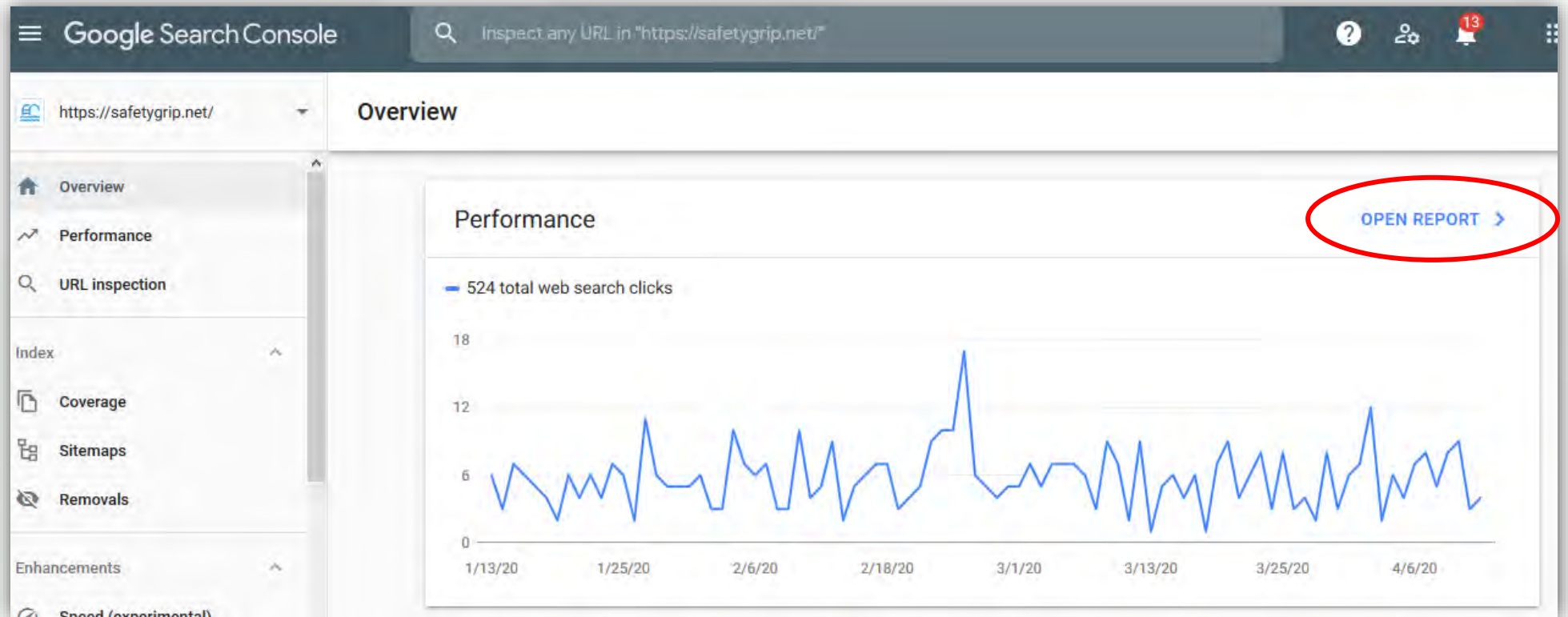
- Google Analytics
  - Find your best referral websites to your content

[www.support.google.com/analytics/answer/1008015?hl=en](http://www.support.google.com/analytics/answer/1008015?hl=en)



# Repurpose/Improve Your Best Content

- Google Search Console



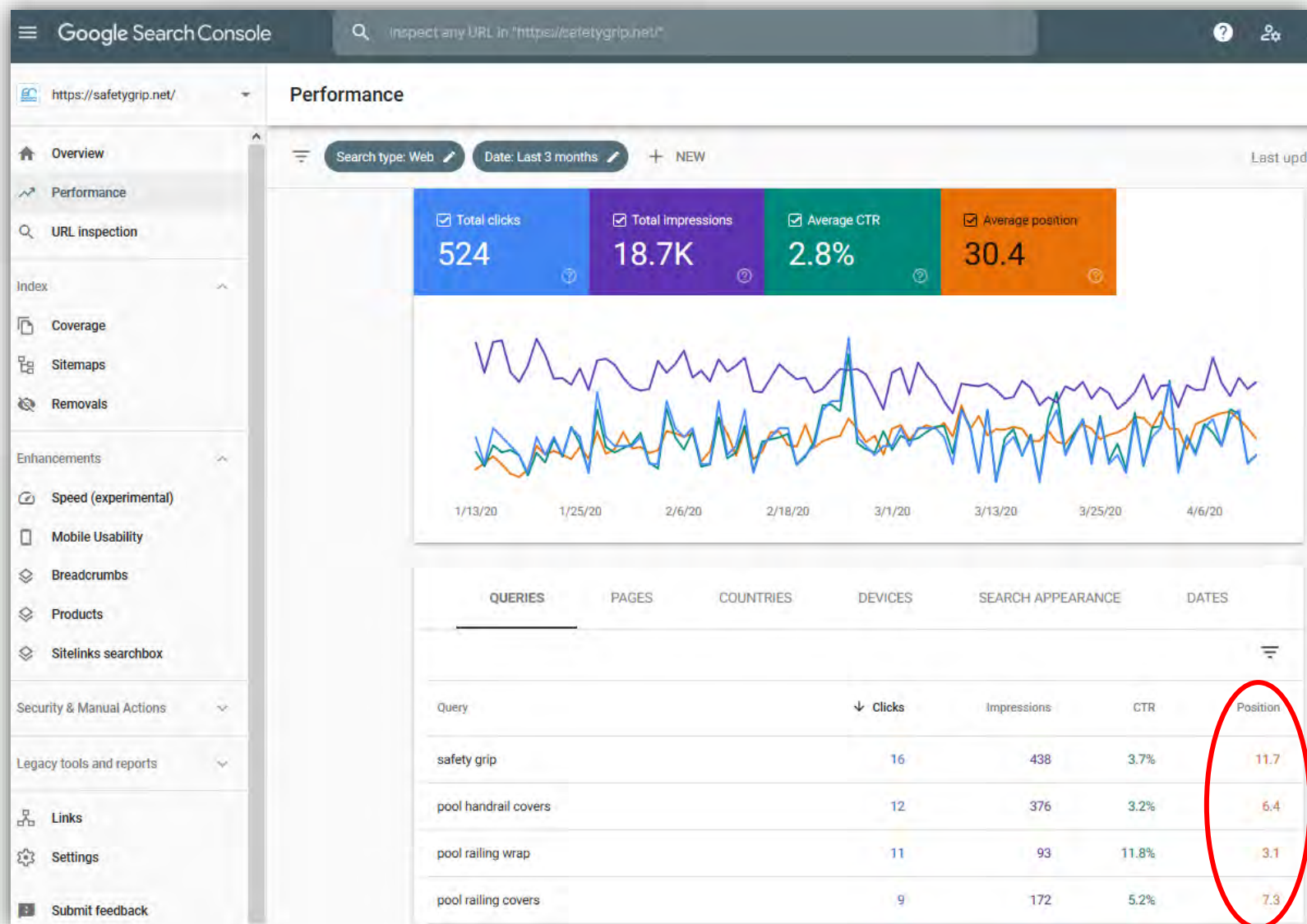
<https://search.google.com/search-console/about>

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# Repurpose /Improve Your Best Content

- Position 9-13 (2<sup>nd</sup> page of Google Search)



# Repurpose /Improve Your Best Content

- Google Search:  
pool railing covers

safetygrip.net ▾

## Safety-Grip Handrail Covers and Aquatic PVC Matting

The Original Patented "UV-Protected" **Handrail Cover** - a soft zippered **cover** that zips over the stainless steel **handrails** in **pools** and spas.

[Pool Supplies](#) · [Pool Safety](#) · [Who Needs Our Product](#) · [Gallery](#)

You've visited this page 4 times. Last visit: 4/13/20

www.amazon.com > pool-rail-covers > k=pool+rail+covers ▾

## pool rail covers - Amazon.com

Results 1 - 16 of 183 - Amazon.com: **pool rail covers**.

www.amazon.com > koolgrips-pool-handrail-covers > k=koolgrips+p... ▾

## koolgrips pool handrail covers - Amazon.com

1-16 of 70 results for "koolgrips **pool handrail covers**". Skip to main search results. Amazon Prime. Eligible for Free Shipping. Free Shipping by Amazon.

www.lesliespool.com > Rail-Cover ▾

## Koolgrips Rail Cover For Pool or Spa (Individual)

Koolgrips Comfort **Covers** are great for people that have a need for a softer feel and firmer hold on the **pool handrail** entering and exiting **pools** and spas.

★★★★★ Rating: 4.3 - 30 votes - \$41.99

www.homedepot.com > Blue-Wave-8-ft-Grip-for-Pool-Handrails-in-B... ▾

## Blue Wave 8 ft. Grip for Pool Handrails in Blue-NE1253 - The ...

**Handrails** can get slippery from oils and hot from the intense sunlight. These soft neoprene **handrail covers** provide a secure grip for entering and exiting the **pool**.

★★★★★ Rating: 5 - 5 reviews

www.intheswim.com > koolgrips ▾

## KoolGrips Pool and Spa Handrail Covers - In The Swim ...

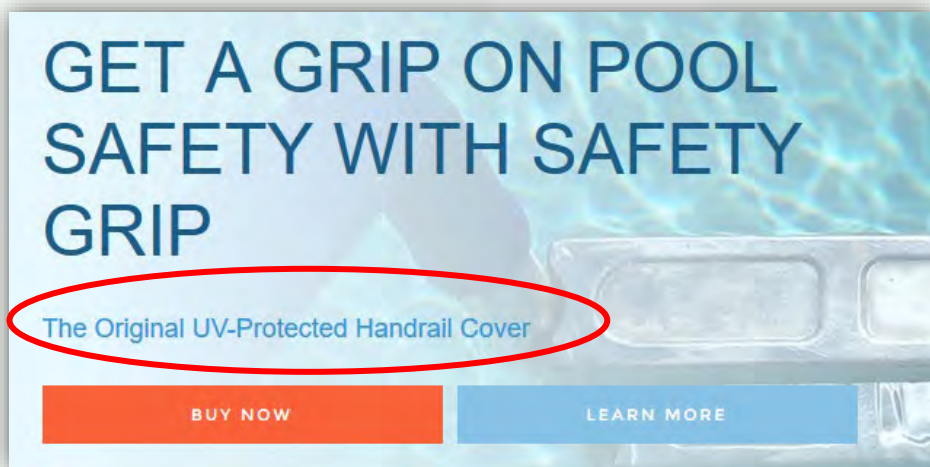
KoolGrips comfort **covers** are designed for ladders and **handrails** for **pools** and spas and provide a safer, cooler grip. KoolGrips are great for people that have a ...

\$44.99 to \$84.99

Lisa Perry  
SOCIAL

# Repurpose /Improve Your Best Content

- Google Search: pool railing covers
- Add “pool” in front of “Handrail Cover”
- Blog article: What should you look for in a quality pool handrail cover?



GET A GRIP ON POOL SAFETY WITH SAFETY GRIP

The Original UV-Protected Handrail Cover

BUY NOW LEARN MORE

This advertisement features a background of blue water ripples. The main headline is in large, bold, blue capital letters. Below it, a smaller line of text is circled in red. At the bottom, there are two buttons: an orange one on the left and a blue one on the right.

## SWIMMING POOL HANDRAIL COVER

**Safety Grip** is a soft cover that zips over stainless steel pool handrails. This American made, innovative, patented product ~~reduces liability~~ and **promotes safety** when getting in and out of the swimming pool or spa. It is the original handrail cover which has built-in UV protectors to promote the longevity of the fabric and color, making it the longest lasting product on the market.

Our handrail grips **prevent burns** from hot handrails due to intense heat from harsh UV sunlight in warmer climates and **prevent slipping** due to oily hands from suntan oil and lotions. This is an especially important feature for commercial applications such as hotels, motels and fitness facilities that have outdoor pool or spa areas to ensure pool safety for all guests. It is also a safety advantage for individual residences, Home Owners Associations (HOAs), and communities of apartments and condominiums.

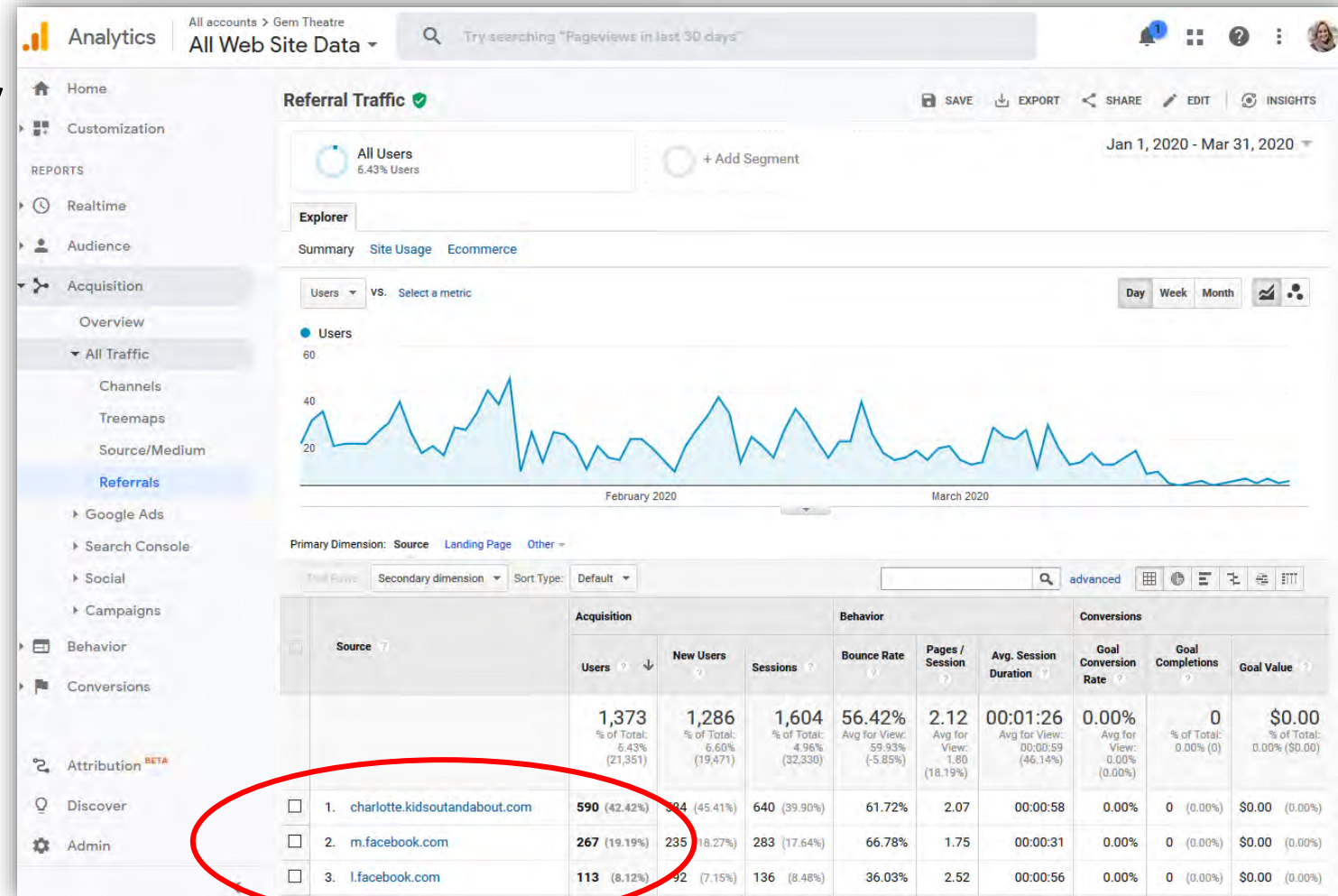
**Reduce your liabilities** by installing Safety Grip.

READ MORE



# Look for Referral Sources

- Google Analytics/  
Acquisition/  
All Traffic/  
Referrals



# Look for Referral Sources

## What could I do with this information?

- Optimize my listing on their site
- Submit an article for their newsletter
- Write a blog post that speaks to their audience
- Send them a press release about an event (Summer Movie Camp) - \$1 movies
- Ask yourself... What other websites are there like this one?

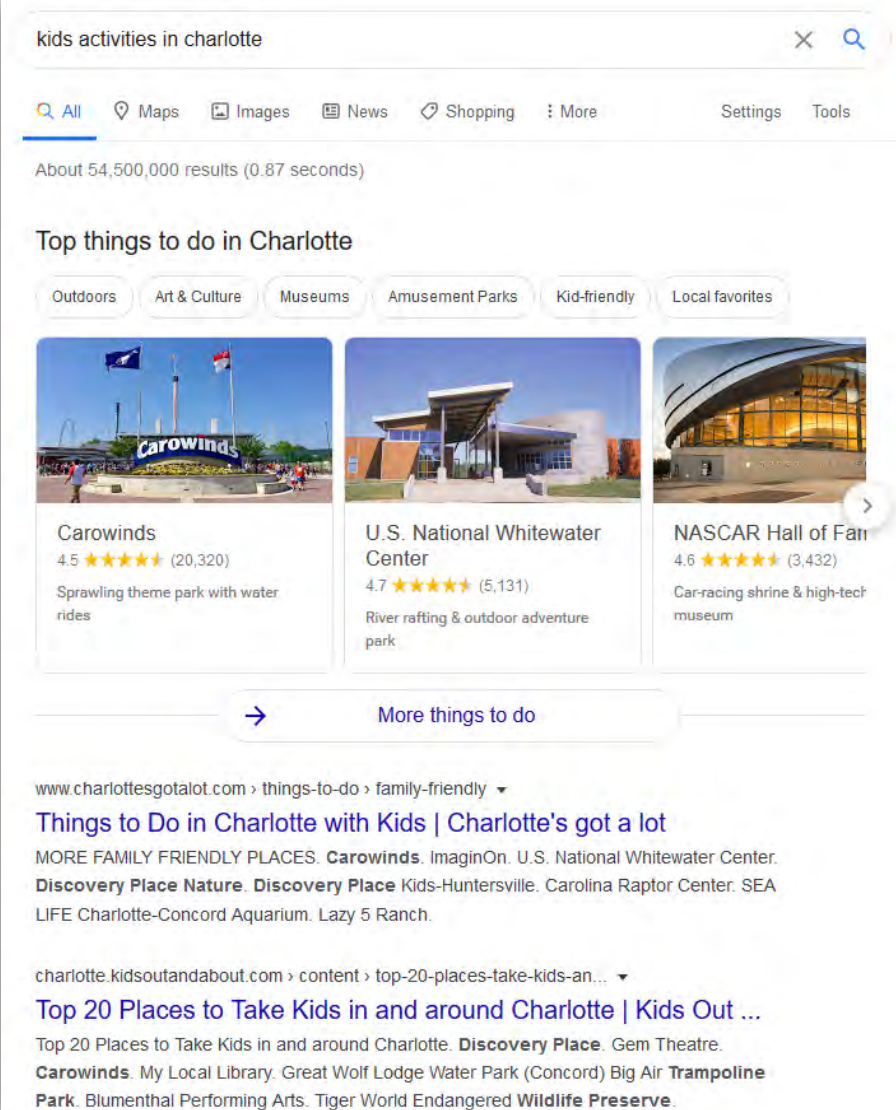


# Look for Referral Sources

**Ask yourself... What other websites are there like this one?**

Google: kids activities in Charlotte

[www.charlottesgotalot.com](http://www.charlottesgotalot.com)






kids activities in charlotte

All Maps Images News Shopping More Settings Tools

About 54,500,000 results (0.87 seconds)

Top things to do in Charlotte

Outdoors Art & Culture Museums Amusement Parks Kid-friendly Local favorites

 <p><b>Carowinds</b> 4.5 ★★★★★ (20,320) Sprawling theme park with water rides</p>	 <p><b>U.S. National Whitewater Center</b> 4.7 ★★★★★ (5,131) River rafting &amp; outdoor adventure park</p>	 <p><b>NASCAR Hall of Fame</b> 4.6 ★★★★★ (3,432) Car-racing shrine &amp; high-tech museum</p>
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→ More things to do

[www.charlottesgotalot.com](http://www.charlottesgotalot.com) › things-to-do › family-friendly ▾  
**Things to Do in Charlotte with Kids | Charlotte's got a lot**  
MORE FAMILY FRIENDLY PLACES. **Carowinds**. **ImaginOn**. **U.S. National Whitewater Center**. **Discovery Place Nature**. **Discovery Place** Kids-Huntersville. **Carolina Raptor Center**. **SEA LIFE Charlotte-Concord Aquarium**. **Lazy 5 Ranch**.

[charlotte.kidsoutandabout.com](http://charlotte.kidsoutandabout.com) › content › top-20-places-take-kids-an... ▾  
**Top 20 Places to Take Kids in and around Charlotte | Kids Out ...**  
Top 20 Places to Take Kids in and around Charlotte. **Discovery Place**. **Gem Theatre**. **Carowinds**. **My Local Library**. **Great Wolf Lodge Water Park (Concord)** **Big Air Trampoline Park**. **Blumenthal Performing Arts**. **Tiger World Endangered Wildlife Preserve**.



# User-Generated Content = GOLD!

- Posts from your customers
  - It gets the most engagement
  - It is where people see themselves best
- Repurpose across platforms
  - Instagram Feed to Instagram Story
  - Instagram Story to Facebook Feed
  - Facebook feed to Instagram Story







# User-Generated Content = GOLD!

**Walk Cabarrus Participants**  
Public group

Interacting as Walk Cabarrus

About

**Discussion**

Members

Events

Photos

Group Insights

Watch Party

Moderate Group

Group Quality

Search this group

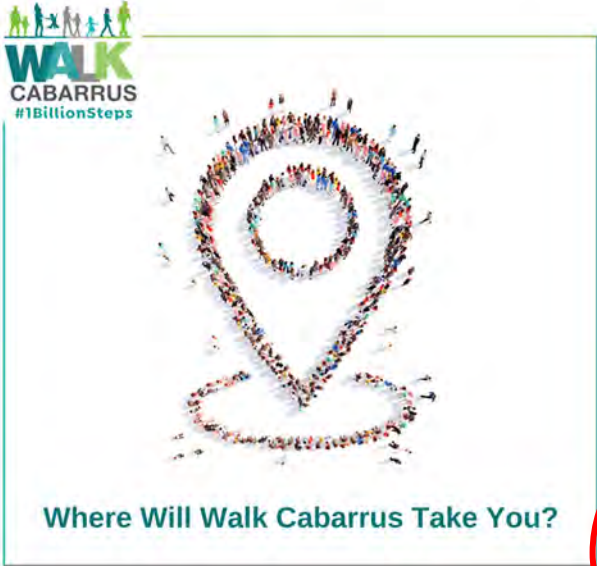
Shortcuts

- Kannapolis YMCA 9
- Safety Grip 3
- Hilbish Ford 9
- Walk Cabarrus 9
- Elect Pat Horton, Ca... 9
- Keep Judge Nate Kn... 5
- West Cabarrus YMCA 2
- Perry Productions S... 9

**Walk Cabarrus**  
Admin · Published by Lisa Austin Perry [?] · April 4 at 6:59 AM · Walking Locations

We are so excited to have launched this brand new group for Walk Cabarrus participants and to welcome our first 35 members 🎉🎉!! We hope you will use this community to share your journey. Especially as we are dealing with social distancing, this is a great way for us to safely connect with our neighbors and friends. And the best part - is the Swag we will be offering for our most active participants!!!

Please share with us in the comments below some of your favorite places 📍  
[See More](#)



**WALK CABARRUS**  
#1BillionSteps

Where Will Walk Cabarrus Take You?

11 · 33 Comments · 2 Shares · Seen by 73

**Katie Anson** · Hi friends! Could not have asked for a better day to get out and move! Blue skies and sunshine in the Trinity Church vicinity of Kannapolis!



Like · Reply · 1w · 4

**Katie Anson**



Like · Reply · 1w · 3

**Walk Cabarrus** · Now THAT is a Carolina Blue sky!! Thanks for sharing Katie Anson!

Like · Reply · Commented on by Lisa Austin Perry [?] · 1w · 1

**Denise D Adcock** · More driveway art in Zemos Acres while getting in my 10,000 steps!



Like · Reply · 1w · 11

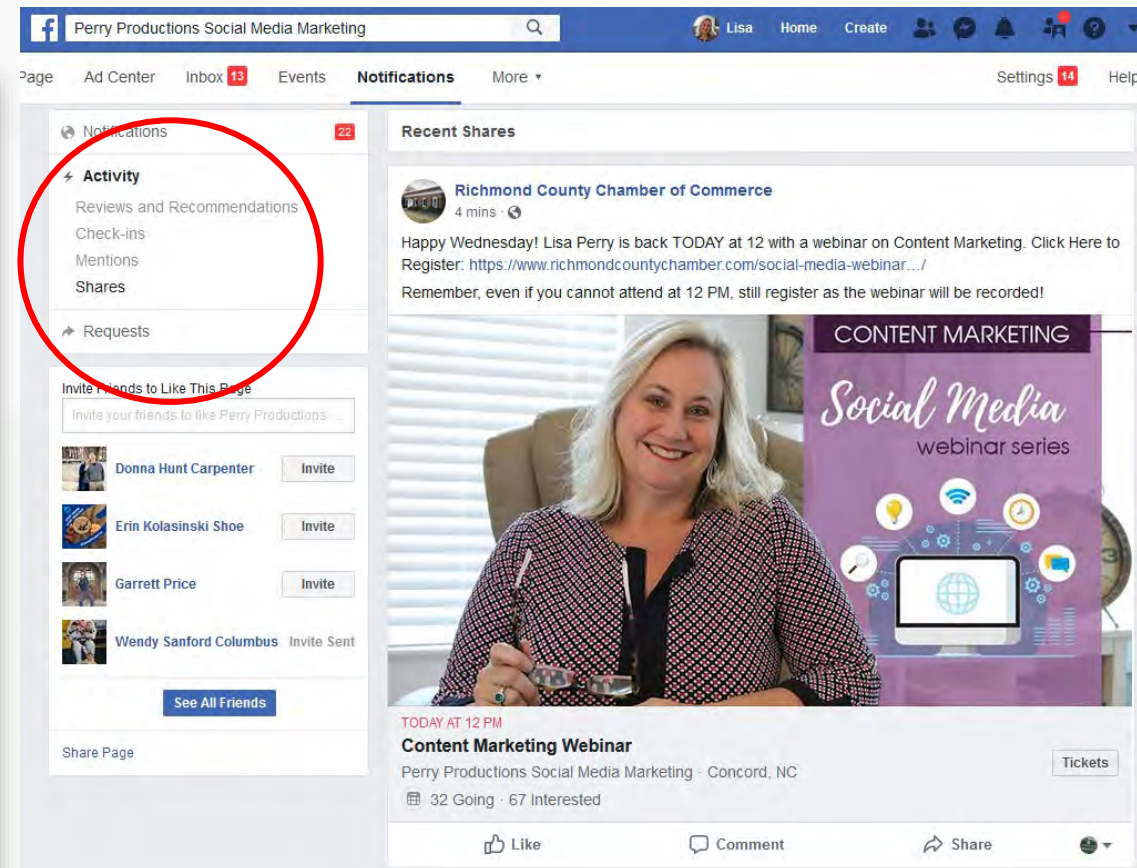
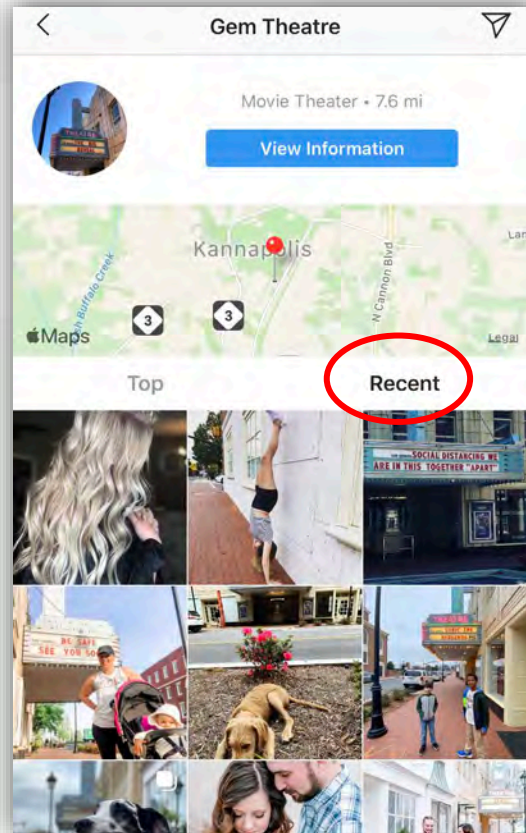
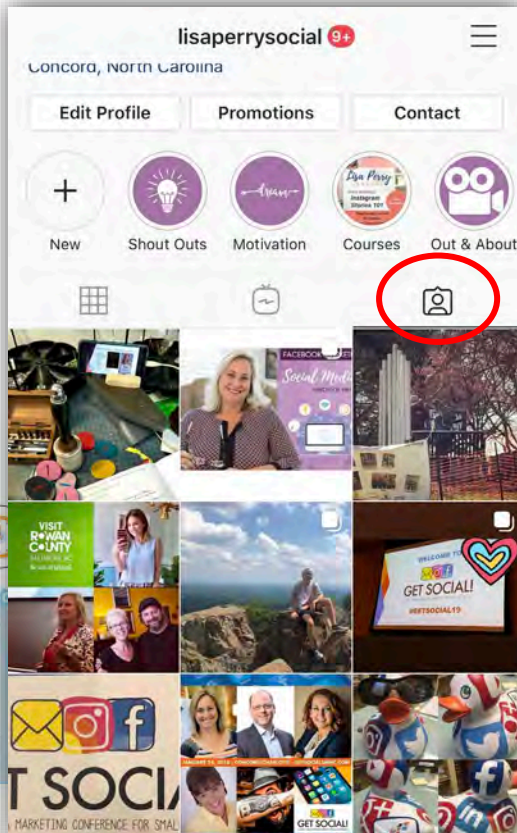
**Walk Cabarrus**  
Published by Lisa Austin Perry [?] · April 5 at 10:57 AM

Thank you Denise D Adcock for sharing this "seen on my walk" photo from Zemos Acres!! A great message for Palm Sunday!!



# User-Generated Content = GOLD!

- Where do you find it?



# User-Generated Content = GOLD!

- User-generated content leads to MORE user-generated content!



# Next Steps

Do you get SUPER motivated during webinars like this...

But then struggle with accountability for making the time to implement what you really need to do?



# Next Steps

I've given you a lot of information to process...

So I want to ask you this....

Do you want me to teach you, step-by-step, how to put it all together in a digital marketing roadmap?



I want to personally invite you...



# Social Media Kickstart Digital Course

This course begins on May 19<sup>th</sup> – My Birthday!!!

At the end of this course, you will have developed:

- A roadmap for your digital marketing
- Months and months worth of content
- An understanding of both Facebook and Instagram
- Gated content that is adding new emails to your list every month
- A robust website that educates potential customers



# Social Media Kickstart Digital Course

8 Week Course – 6 Modules with Video-Based Lessons and Document Downloads

Modules will be released every Tuesday.

You will have LIFETIME ACCESS to the course.

- **Week 1:** Module 1 – Marketing Plan & Branding
- **Week 2:** Module 2 – Content Creation
- **Week 3:** Catch up week
- **Week 4:** Module 3 – Facebook
- **Week 5:** Module 4 – Instagram
- **Week 6:** Catch up week
- **Week 7:** Module 5 – Email Marketing
- **Week 8:** Module 6 – Website & Analytics





# Social Media Kickstart Digital Course

## What is the Time Commitment?

2-3 hours per week (approximately 30 minutes of videos and then using your worksheets)

If you are the person who does marketing for your company, you work 160 hours a month... Imagine giving 8-12 hours of focused effort to create a true SYSTEM for your marketing that focuses on HIGH VALUE efforts. You can do MORE in LESS TIME.



# GET STARTED TODAY

Choose The Social Media Kickstart Plan That's Right For You

## Independent Study

**\$397**

- ✓ 8-week Social Media Kickstart course
- ✓ Pre-Flight Analytics Worksheet
- ✓ Private FB Group w/ LIVE Q&A Sessions
- ✓ Comprehensive Google My Business Workbook

**or 3 monthly payments of \$147**

**PROMO CODE: CHAMBER  
(\$50 OFF)**

## VIP Access

**\$597**

- ✓ 8-week Social Media Kickstart course
- ✓ All of the Independent Study Bonuses, Plus...
- ✓ Pre-Course Facebook and Instagram Page Audits (\$300 value)
- ✓ Post-Course Marketing Plan Audit & a 30-minute consultation with Lisa (\$350 value)
- ✓ Instagram Stories 101 Course (\$575 value) for FREE
- ✓ Only 50 VIP Spots Available


**or 3 monthly payments of \$212**

**PROMO CODE: CHAMBERVIP  
(\$75 OFF)**

[www.lisaperrysocial.com/kickstart](http://www.lisaperrysocial.com/kickstart)



# Social Media Kickstart Payment Plan



**Social Media Kickstart (VIP) - payment plan**

This immersive, 8-week course features 6 modules of step-by-step, video-based education to help YOU get started with your very own social media marketing.

**3 monthly payments of \$212.00**

Subtotal: 3 monthly payments of \$212.00 USD

Discount: \$75.00 USD off once ×

Due Now: **\$137.00 USD**

Logout

lisa@perryproductions.com

Card number MM / YY

Complete my purchase

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# Guarantee/Refund Policy



- We back Social Media Kickstart with a **Money Back Guarantee** that entitles you to a **100% refund within the first 14 days** if you decide this course is not for you. Here's all you have to do: simply turn in your completed worksheets from the available modules within the 14-day window and tell us what didn't work.
- Why? We know that if you do the work, you'll get results. If you do the work and don't get value, then we'll happily refund your investment.



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Join me for Social Media Kickstart

**Will I see you on my birthday????**



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# How Can You Connect with me?

**Facebook Group:** [facebook.com/groups/socialmediasuccesswithlisa](https://facebook.com/groups/socialmediasuccesswithlisa)

The screenshot shows the Facebook group page for "Social Media Success with Lisa Perry". The page is a public group with 112 likes and 101 members. The cover photo features a smiling woman with blonde hair and the text "Social Media Success WITH Lisa Perry". The left sidebar includes navigation options like "About", "Discussion", "Members", "Videos", "Photos", and "Watch Party". The main content area shows a "Write Post" section with options for "Photo/Video", "Live Video", and "More". Below this is a "NEW ACTIVITY" section with a post from "Lisa Perry Social" updated the description, welcoming members to the group. The right sidebar contains "GROUP BY" information (Lisa Perry Social), "INVITE MEMBERS" (101 members), "DESCRIPTION" (Welcome to the Social Media Success with Lisa Perry!), "GROUP TYPE" (Social Learning), and "LOCATION" (United States).



# Thank You for Attending!

- You took the time to be here today
- Now, TAKE ACTION TODAY and use something you learned to make your marketing better for the rest of the year

## Website

[www.lisaperrysocial.com](http://www.lisaperrysocial.com)

## Facebook and Instagram

[@LisaPerrySocialMedia](https://www.facebook.com/LisaPerrySocialMedia)

## Email

[lisa@perryproductions.com](mailto:lisa@perryproductions.com)

## LinkedIn

[@lisaannperry](https://www.linkedin.com/company/lisaannperry)

