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Social Strategy Builder

Learn it, build it, and
implement it straight away

Hello there

Does this sound familiar?

Because it's so easy to get started on social media, you dived into creating posts for your business, without any sense of what you were using it for, and without any goal or direction.

Now you feel stuck in a rut of stale, inconsistent, directionless posting that you doubt is working.

You know it's important to get social media marketing right, but feel like you're floundering, which is an unusual feeling as you're usually so confident.

It feels like you waste a lot of time and energy to something that you're not even sure is worth it, which is frustrating.

This all distracts you from your passions - the client work, running the business and maybe even home life.

Or perhaps you're responsible for marketing for a larger firm, but feel somewhat in the dark when it comes to social media.

You feel an uneasy sense of inertia, not knowing where or how to get started.

You're worried that if you don't get started on it soon, the firm will be completely left behind.

With no clear path forward, you feel a bit flustered. Social media feels like a monkey on your back and you know that something needs to change.

I can be that change

Get ready to transform your social media marketing

My name is *Pippa Shakespeare*. I help people like you – the owners, leaders and marketers of knowledge-rich, service-based businesses – who understand that social media is a powerful marketing channel, but are unsure where to start or how to get it right, and don't want to lose precious time and energy getting it wrong or constantly course-correcting.



I will empower you to make sense of the muddle, break free of the inertia and take control, so you can start marketing your business on social media in a way that is aligned with your goals and actually yields results, showing up consistently, confidently, with a powerful sense of purpose and with laser sharp focus.

The Social Strategy Builder

Everything you need to grow your business on social

The Social Strategy Builder guides you, one-to-one, through my proven 10-step system for creating and implementing a social media marketing strategy that's unique to your business.

With straight talk, a sprinkling of humour and a light-hearted view on the world, I provide you with all the know-how, tools, templates, inspiration, support and accountability that you need to harness your big ideas, your passion, your knowledge and your stories, and transform them into your own social media marketing strategy and action plan that you'll be able to implement straight away.

Your social media strategy – which we'll co-create throughout the course of the programme – will give you absolute clarity, direction and focus for your social media marketing activities.



"It has allowed us to really take the time to deep dive into the business and recognise our unique offering to clients"
Kana Consult

Together we'll build a strategy that'll enable you to find, reach and spark meaningful connections with your ideal clients; connections that not only build relationships but actually yield results.

A strategy that will make you feel organised and empowered.

A strategy that will make it really easy for you to get the jobs-to-be-done DONE.

A strategy that will allow you to take back control of the time you spend doing or even thinking about social media marketing.

A strategy that will completely change the way you look at social media.



"We feel even more convinced that social media really does have fire power"
Kana Consult



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How it works



A practical blend of
learning, creating,
mentoring and refining

Building together

A programme founded upon learning, partnership and co-creation

The Social Strategy Builder is a one-to-one guided programme. We work together through my proven 10-step system, at the end of which you will have built a unique social media marketing strategy and action plan for your business. You'll acquire the skills and knowledge to implement it straight away.



The programme is built on an ethos of partnership and co-creation; I bring the social media know-how, you bring the knowledge and experience of what it takes to delight your clients.

It's this process of co-creation that will ensure you end up with a powerful and practical strategy that you feel complete ownership of and understand how to deliver; not a strategy that gets created in isolation from you, handed over and then left high up on a dusty shelf never to see the light of day again.

And because by working together we bring our collective knowledge together, your strategy will be created in the most efficient and effective way possible.

"It's always abundantly clear that you take the time to really understand my business and its purpose."

MamaNourish

Our way of working

Tangible outputs

Once you have the knowledge it's time to put it into practice on your own business. You'll build a tangible section of your strategy using my easy-to-follow exercise instructions and accessible templates.

Build your strategy in small, easy steps.

Real-life examples

Access examples to see it in practice and case studies of brands to help and inspire you.

See it in action on real brands like yours.

Regular support

I'm on hand via email in between the sounding board calls, to answer any additional questions you might have.

Support when you need it, to keep you moving forward.

Get others on board

Your one-pager can be circulated and easily understood by the wider team and any other stakeholders or partners so that everyone is aware of, understands and is engaged with your social media marketing strategy.

Engage whoever you need to to maximise success.

Skills-building

The first thing we'll do is ensure you understand the concepts. Learning as we build your strategy, you will come away confidently armed with the know-how, best-practice and top tips.

When you finish you'll not only have 'the what' – your strategy, but you'll understand 'the how' – how to deliver, adapt and evolve that strategy over time. This means you invest once but reap the rewards year on year.

Build skills and knowledge that you can use year on year.

1:1 feedback & mentoring

I'll review the components of your strategy at the end of each step. We'll have a sounding board session via video call where I'll challenge and build on your ideas, answer questions, help you move forward if you're stuck, and provide additional information and resources as needed.

Feel confident you're on the right track.

A complete strategy

At the end of each step you'll have created a vital component of your social media marketing strategy. A

summary of each component is captured in a one-pager template, which will build up throughout the programme.

You finish the programme with a complete, bespoke social media strategy for your brand or business.

The benefits of my approach

Acquire new skills, grow your confidence and enjoy real ownership

You might be wondering why you should consider my collaborative approach versus outsourcing the creation of a strategy to someone. After all, my approach requires an investment of your time, energy and brain power; not just your cash. Well...

- 1 The problem with outsourcing strategy creation is that it's built in isolation, handed over, and then tends to get left on a shelf gathering dust because the client doesn't know what to do next. With my approach **because you've built it you'll understand how to deliver it**, or be able to brief a Social Media Manager to do so. That **understanding, ownership and confidence** is incredibly powerful.
- 2 By working together we bring our collective knowledge, skills and experiences together. This makes for a **higher impact strategy** that is created in an incredibly **effective and efficient** way.
- 3 As you build your social media marketing strategy you'll also learn how it's done, and acquire lots of best practice resources, tools, and tactics. With this knowledge and understanding you'll be able to **evolve and adapt your strategy over time, or apply the approach to another business**, product line or service **increasing your ROI** further.
- 4 You can use my programme to not only build your strategy but **upskill a member(s) of your team at the same time**, making them better equipped to confidently and capably manage your business's social media marketing.
- 5 Are you a lifelong learner? Simply enjoy the journey and your **newfound knowledge and skills!**

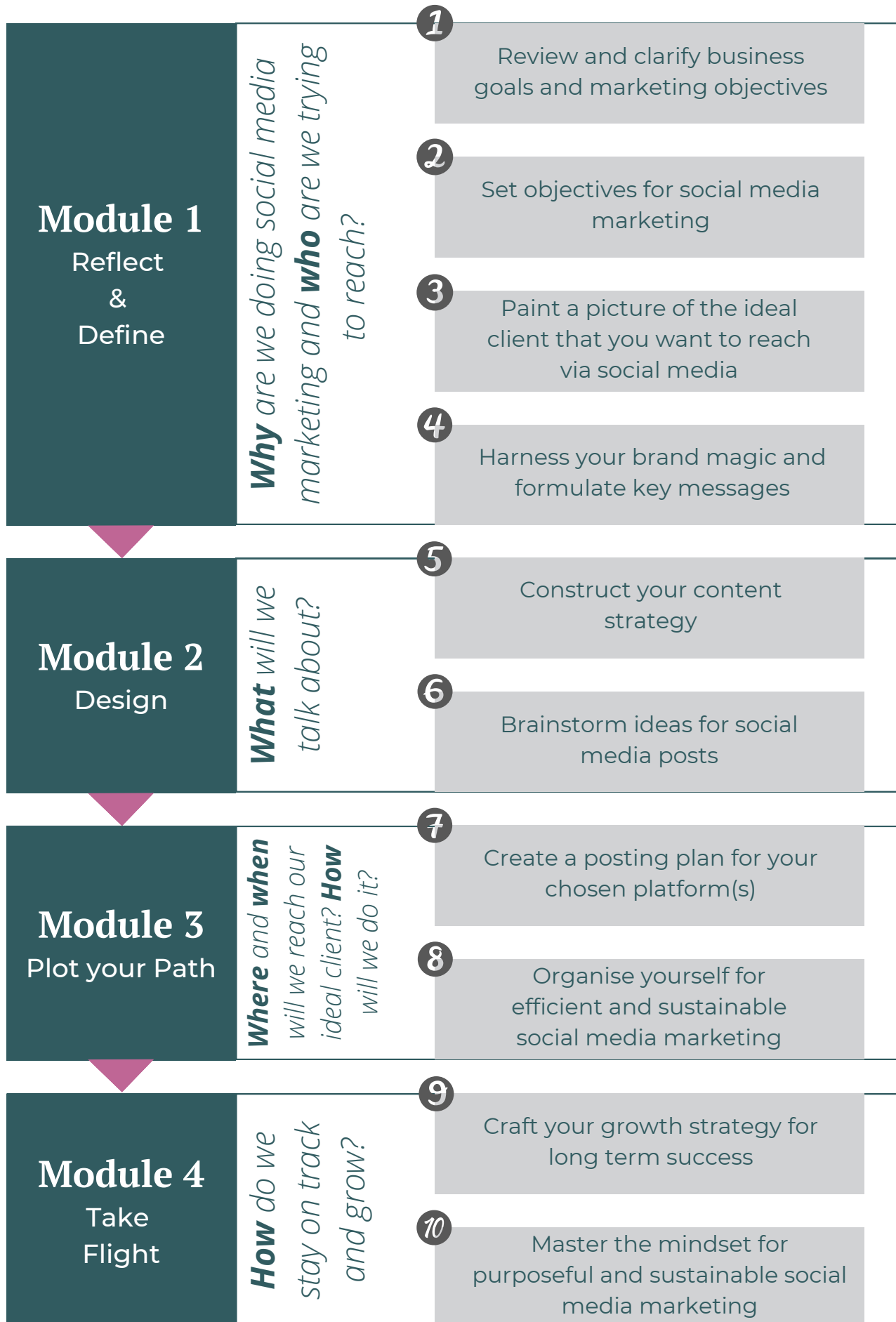


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What you get

Unlimited access to my proven 10-step system, concrete outputs, and all the resources and support you could possibly need for success.

Access to my 10-step system



Concrete outputs

A unique and practical social media marketing strategy

Module 1 Reflect & Define

- ✓ Business goals for the next 12 months, marketing objectives required to deliver them, and a clear statement of what you will set out to achieve with your social media marketing.
- ✓ A deep dive pen portrait of your ideal client for targeting with social media.
- ✓ A crystal clear picture of your brand magic, including a brand positioning statement - who you help to do what, and how you're different - and key messages for social media marketing.

Module 2 Design

- ✓ An overall mission statement for your social media marketing content, 3-5 content themes that are authentic to your brand and relevant to your ideal client, and a weighting assigned to each theme to ensure balance.
- ✓ An extensive bank of social media post ideas for your business, organised under each content theme and by role (i.e. what it will do to move your ideal client through the buying funnel).

Module 3 Plot your Path

- ✓ A 3-month+ calendar outlining what you will post, where, when and in what format. Also outlines any additional content to be created, such as blogs/articles.
- ✓ A resourcing checklist and task list to make sure social media marketing jobs-to-be-done get done.
- ✓ A performance dashboard for measuring progress against your objectives.

Module 4 Take Flight

- ✓ Tactics that you will deploy to grow your social media account(s) in line with your objectives, including an outline of when they would be appropriate to use.
- ✓ Top mindset tips for building habits and maintaining focus when engaging in social media marketing.

A summary of each output is captured in your Social Strategy Builder one-page template, to keep close at hand.

Learning resources

Everything you need to learn and build with confidence

The tools and resources included in my programme make building your strategy quick and easy. They'll provide the knowledge you need to implement your strategy straight away and evolve it over time. Here is a small sample of what's inside the programme:



100 'ready to go' ideas for social media posts that will move your ideal client through the sales funnel



Best practice growth tactics for every stage of your social media marketing journey



Checklist for writing social media posts that engage and convert your ideal client



Quick guide to hashtags and how to use them for growth



Checklist of essential tools for effective and efficient social media marketing



How-to-guide for conducting outbound engagement to grow your social media followers



Checklist of 'jobs to be done' that build habits to accelerate and sustain your marketing



How-to-guide for repurposing content like a pro

One-to-one support

Accountability, consulting and mentoring on hand

The Social Strategy Builder includes 10 sounding board calls with me, and unlimited email support throughout the programme. This provides you with:

Accountability

Our regular check-ins keep you moving through the programme. I also hold you accountable to your goals.

Consulting

I use my professional training, industry experience and external perspective to review, challenge and build on your outputs, making your strategy the best it can be.

Mentoring

I listen to your views and issues, find solutions and pass on as much knowledge as possible, so that you're empowered to make choices confidently, and own and implement your strategy.



"The sounding board calls were SUPER useful. Pippa really got us!"
Kana Consult



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The outcome

A high impact strategy for your business; purpose, direction and focus for your marketing activities, and unwavering confidence and clarity for you.

The impact for your business

Accelerated results on social media
and a transformed way of working

Upon completing the Social Strategy Builder:



Your business will have a bespoke and highly targeted **social media marketing strategy** that enables you to find, reach and spark meaningful connections with your ideal client; connections that not only build relationships but yields results.



Your business will have a clear **purpose** for its social media marketing and an **actionable plan** for getting there. It works on your terms (with your resources), provides you with a **powerful sense of direction** and makes everything seem simpler and more do-able.



Your day-to-day way of working will be **streamlined and organised**. Your social media marketing will be getting done in the most efficient and effective way possible, because you've done all the deep thinking work and preparation already.



You'll see your **thoughts and ideas resonating** with your online audience; the conversations with your ideal client starting to flow.

And beyond social media

The wider impact for your business

My programme tends to unearth gaps in my clients' existing business and marketing strategies. That's because my 10-step system enables you to look at your strategies and activities through a new lens and with a fresh perspective.

Brand



Often that I find that a client thinks they understand their sense of brand but the brand strategy element of my programme enables them to go much deeper and unearth much richer insights; insights that can be used not just for social media but across other marketing channels digital and otherwise, advertising, PR, sales, internal comms, employer branding and more.

Target audience



Similarly, my programme forces you to be crystal clear and develop in-depth understanding of your target audience. Something many business owners gloss over, this has far-reaching impact across the business beyond social media and even beyond marketing. It touches R&D, product and service design, sponsorship, customer services, the company culture, even recruitment.

Content



Furthermore, the content strategy element of my programme doesn't just bear fruit for social media marketing. It can inform a wider programme of content creation in your business - white papers, in-person events, webinars, guest speaking slots - defining what is produced and how.

Team



Finally, it's very possible that the programme will spark ideas about team dynamics and the organisational structure of your business. Tackling jobs-to-be-done and 'the how' of implementing your strategy may well reveal changes that need to be made to roles and responsibilities or your team's biorhythm in order to be more effective.

And for you, personally



You'll enjoy unwavering **focus**, spending time only on the activities that are aligned with YOUR goals and avoiding the distraction of what other people and businesses are doing or saying on social media.

You'll feel **empowered and in control**, because you'll know precisely what you're trying to achieve with social media, what it takes to get there, what's working, what's not, and how you can adapt and evolve to continue growing your online presence.

You'll feel **energised and excited** about the opportunities that exist and what you're capable of, as you create authentic, relevant, and inspiring content in a flash, knowing exactly what appeals to your ideal clients.



"I'm able to get out of my head a bit (less overthinking) and spend less time worrying about what I 'should' or 'shouldn't' be writing about."

MamaNourish

With social media finally working for your business, your characteristic **confidence** and **focus** will be restored.

Freed from another distraction, you can **get on with doing what you do best** – delighting your clients – with renewed energy and passion.

You'll feel like both you AND your business have taken flight.



*"I fell in love with my business a little bit more."
MamaNourish*



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Next steps

Ready to make a change?
Book your free, no
obligation social media
strategy consultation.

Why work with me?

Removing the fear, false starts, fluster and frustration of social media marketing

I combine modern skills in strategic social media marketing (gained through an Advanced Diploma with the award-winning digital trainers Digital Mums) with a successful career in Professional and Financial Services marketing and global brand-building consultancy. I'm also trained in the intricacies and strategies of Facebook and Instagram ads.



With a total of over 350 training hours under my belt, plus several years of client experience to boot, I'm proud to be amongst an alumni that are some of the most sought after professionals in our field. In short, I know what it takes to get ahead on social media.



My work is an outlet for my passion for connecting people to each other, and around knowledge and information. Humans have an intrinsic need to connect, belong and form communities. I believe that, done the right way - authentically and with integrity - businesses and brands can be a meaningful part of that.

Next steps

Let's chat about your business and where you are with social media marketing

If you're interested in the Social Strategy Builder, then **please book a free, no obligation strategy consultation call by clicking [here](#)**. We'll look at your current social media marketing strategy, identify how aligned it is to your business goals and find any gaps.

I'll show you how to fix those gaps and share some valuable information on how to improve your results, grow your accounts and generate more business through social media.

Alternatively you can email or call me to arrange a meeting.

How to get in touch



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