

# AETA Bite-Sized Learning Program

**Saturday, January 27, 2018**

## **AETA EDGE Marketing Sessions:**

Top off your marketing knowledge base quickly with our 15-minute accelerated sessions created to increase your Facebooking skills. Specific topics regarding the most used social media channel will cover skills on paid ads vs. unpaid use, how to know what is working and setting up a live video from the show. Series presented by Full Gallop Communications.



**12:00 p.m. - 12:15 p.m.**

### **Session 1: How to Grow Facebook Fans for Free**

You will learn how to look at building your online audience relationships, recommended frequency of posts, tricks to finding influencers, and ideas on reusable content.

*12:15 p.m. - 12:25 p.m.*

Q & A

**12:30 p.m. - 12:45 p.m.**

### **Session 2: How to Create Your Facebook Ad**

A step-by-step walkthrough of creating an ad for a specific audience from recommended artwork sizes to types of messages and where to start with graphic creation. Perfect for those who have never done this before or are not certain if they are doing ads correctly.

*12:45 p.m. - 12:55 p.m.*

Q & A

**1:00 p.m. - 1:15 p.m.**

### **Session 3: Facebook Metrics 101**

How to know if your Facebook efforts are having an impact – or not. Where to look for the data and how to interpret the numbers. Learn to take advantage of this information and see what is really happening under the hood.

*1:15 p.m. - 1:25 p.m.*

Q & A

**1:30 p.m. - 1:45 p.m.**

### **Session 4: How to Set Up Your First Facebook Live Video**

Step-by-step instructions to host your own live video anywhere from the shop to the showground. We'll cover ideas for your first live feed to get you going. Bring your phone and pre-installed Facebook app to this session. This session will be LIVE online from the AETA show floor!

*1:45 p.m. - 1:55 p.m.*

Q & A

**Sunday, January 28, 2018**

## **AETA EDGE Marketing Sessions:**

Fast paced discussion covering of a total of 50 marketing tips designed to give equine-based businesses a boost. Immediately actionable ideas to implement for retailers looking to add to their marketing arsenal. Based on the book, *50 Top Tips for Equine Marketing*, by Amanda MacDonald, Founder, Full Gallop Communications.



**12:00 p.m. - 12:15 p.m.**

### **Session 1: 12 Top Marketing Tips in 15 Minutes - Part 1**

Actionable tips for business building covering SEO, top five things to have on your website, Twitter power hours and package deals.

*12:15 p.m.-12:25 p.m.*

Q & A

**12:30 p.m. - 12:45 p.m.**

### **Session 2: 12 Top Marketing Tips in 15 Minutes - Part 2**

Social channels, managing disparate businesses, approaching advertising vs. marketing and why you need pro photography.

*12:45 p.m. - 12:55 p.m.*

Q & A

**1:00 p.m. - 1:15 p.m.**

### **Session 3: 12 Top Marketing Tips in 15 Minutes - Part 3**

Offering subscriptions, being professional, how to recycle content.

*1:15 p.m. - 1:25 p.m.*

Q & A

**1:30 p.m. - 1:45 p.m.**

### **Session 4: 12 Top Marketing Tips in 15 Minutes - Part 4**

Why you should be using YouTube, messaging alignment, attracting the over 40 customer and a brief explanation of remarketing.

*1:45 p.m.-1:55 p.m.*

Q & A



## **About Amanda MacDonald**

*With 17 years of corporate B2B and B2C experience, Amanda MacDonald brings her passion for marketing and equestrian sport together to bring out the best in every business. Her company, Full Gallop Communications, delivers dynamic branding, marketing strategy and digital marketing consulting for primarily equestrian-based companies. Full Gallop helps clients push through boundaries by creating and implementing marketing strategies to gain visibility, brand trust and business growth by using both traditional and digital tactics.*