

aching)

TRAIN

*The Greatly Agency and Greatly
Digital Media*

growGREAT
Training
PRICE LIST

Training

Development

Training Options

HOURLY, GROUP or growGREAT Training

At The Greatly Agency we are all about partnership and finding the right plan for you. Choose the right training for your business, your budget, and your timeline.

Brand Strategy Support

\$250
per hour

Digital Marketing Support - Hourly

\$150
per hour

Single Training Session

\$300

personal & customized

- Customized and personal
- Consulting guidance and recommendations
- One-hour with an agenda delivered at your pace
- Follow-up 1/2 hour clarity and problem solving session

Online Course Membership

\$100
per month

three month minimum

- Pre-recorded so you can go at your own pace
- Stop and rewind for clarity
- Practice while you watch
- Live monthly group webinar support for questions and roadblocks

In-Person

\$1,500

In-person 2-day Intensive or 9-week online

- Full growGREAT suite training
- Build on the knowledge from one session to another with a set Agenda
- Select an in-person two-day in-person or online intensive

growGREAT Foundation Course Topics

Business & Strategy Foundations

- Business Strategy
- Identifying your Target Audience
- Competitors
- Goal Setting
- Planning for your Budget and Resources

Brand & Digital Marketing

- Brand Building
- Online and Offline Marketing
- Website Planning and Design
- Social Media and Content Planning
- Process and Execution

Analysis and Optimization

- Setting up Google Analytics
- Determining your Business Health Key Performance Indicators
- Connecting SEO and Ads
- Automated Reporting
- Insights and Actions
- Optimization

Online Course Membership Details - Monthly \$100 per module

KEY FEATURES:

Monthly LIVE Help Webinar & Prerecorded Training Access

FREE- Introduction video

Answers the questions

How do I know which sessions I need?
How do I know what I should do first?

MODULES:

Setting Up Your Accounts

- Facebook
- Instagram
- Google Business Profile
- LinkedIn
- YouTube
- Pinterest

Building Your Reach

- Facebook Boosting
- Instagram Hashtags
- Pinterest Pins
- LinkedIn Networks

Communicating Content

- Facebook & Instagram Posting
- Google Profile Manager
- YouTube Content Creation

Search Engine Optimization

- Local SEO
- SEO on-page
- SEO off-site
- Technical SEO

Paid Advertising: Non-Google

- Facebook Ads Manager
- Instagram Promotions
- LinkedIn Advertising
- Pinterest Promote

Paid Advertising: Google

- Campaign Goals
- Formats
- Audiences