



SOCIAL MEDIA
COACHINGS

INTRO

Why Social Media Coaching?

Social media are an integral part of people's everyday lives and offer enormous potential for companies. In order to be able to exploit this ideally, it requires a sound foundation and a clear master plan.

Because social media is a complex world of its own - a world we at mindPool can call our safe terrain.

We are happy to share our knowledge with you!

Our high level coaching sessions are always individually tailored to the client and his needs.

Together we develop new knowledge that can be directly put into practice. With the help of many best practice examples, we delve deep into the subject matter and share our experience from 10 years of successful social media work.

The focus is on combining informative theory and practical exercises directly on your social media project.

After our coaching you will be able to implement professional Social Media Marketing for your company. And use social media portals as a distribution channel to achieve higher sales.

According to our motto:

We make you fit!

FIRST-HAND KNOWLEDGE

mindPool

A 5-person team of experienced online marketing professionals around Marcus Berthold.

WE DO ONLINE BRANDING AND INNOVATIVE ONLINE & SOCIAL MEDIA CONTENT MARKETING FOR EXCEPTIONAL HOTELS AND THEIR HOSTS.

Berthold and Team are "native advertisers", have a background in classical marketing and together bring many years of experience to the table. In marketing. In brand building. With social media. With performance marketing. They create their own strategy and tonality for each customer in the relevant social media. They tell stories with emotional added value. And thus attract attention. More awareness. More recommendations.

Our strategy is "Social media is communication among friends". That means:

Companies should communicate and interact with their customers as one would do with "friends". Because classic advertising is out! And success proves the strategy right. In 2012, the Facebook team was "ennobled" and included in the "Best Practice Top 40" in Europe for the Facebook pages they manage.

Together with other professionals, they also cover what is now state of the art in online marketing. The team includes videographers, photographers, tracking experts, Google professionals, website specialists and many more.

mindPool stands for

- ▷ **a 360 degree view**
- ▷ **independent advice**
- ▷ **top service**
- ▷ **maximum quality.**

SOCIAL MEDIA COACHES



MARCUS
BERTHOLD 🧐

#TIMELINE

#Dipl. Marketing & Communication
Strategist #Entrepreneur
#Digital Marketing Professional

#USP

Top 100 trainers in Germany //
Communicate complex topics in a
clearly structured and comprehensible
way // Link specialist knowledge with
practical examples in such a way that
the new knowledge can be applied
immediately //

#DOING

Owner and GF
mindPool & Feel Good Coffee.
Control & responsibility of all budgets.
Consulting Digital Marketing 2020.



RON
BRÜNNER 🧐

#TIMELINE

#B.A. Philosophy
#Online Marketing Manager (depak)
#Facebook Blueprint certified
#Performance Professional

#USP

Putting potential customer groups into
thinking and behaviour structures //
Derivation of suitable measures from the
key figures obtained // State of the Art
Performance Marketing //

#DOING

Head of Performance mindPool.
Partner Feel Good Coffee.



MARION
BERTHOLD 🧐

#TIMELINE

Foreign language correspondent
#Content Professional

#USP

Creative conception // Creation of
emotionalising & yearning campaigns //
Word-image acrobatics //

#DOING

Head of Content mindPool.
Operative support of the top hotel industry
clients.



AILEEN
KIENS 🧐

#TIMELINE

#B.A.&M.A.
Media and communication
#Content Professional

#USP

Creative Design Artworks //
An eye for design & performance //
Visual storytelling //

#DOING

Content creation & management
performance marketing
mindPool and Feel Good Coffee.

WHAT IS IMPORTANT TO US?

Reliability, commitment, passion, loyalty, appreciation as well as open and honest communication are very important to us when working together!

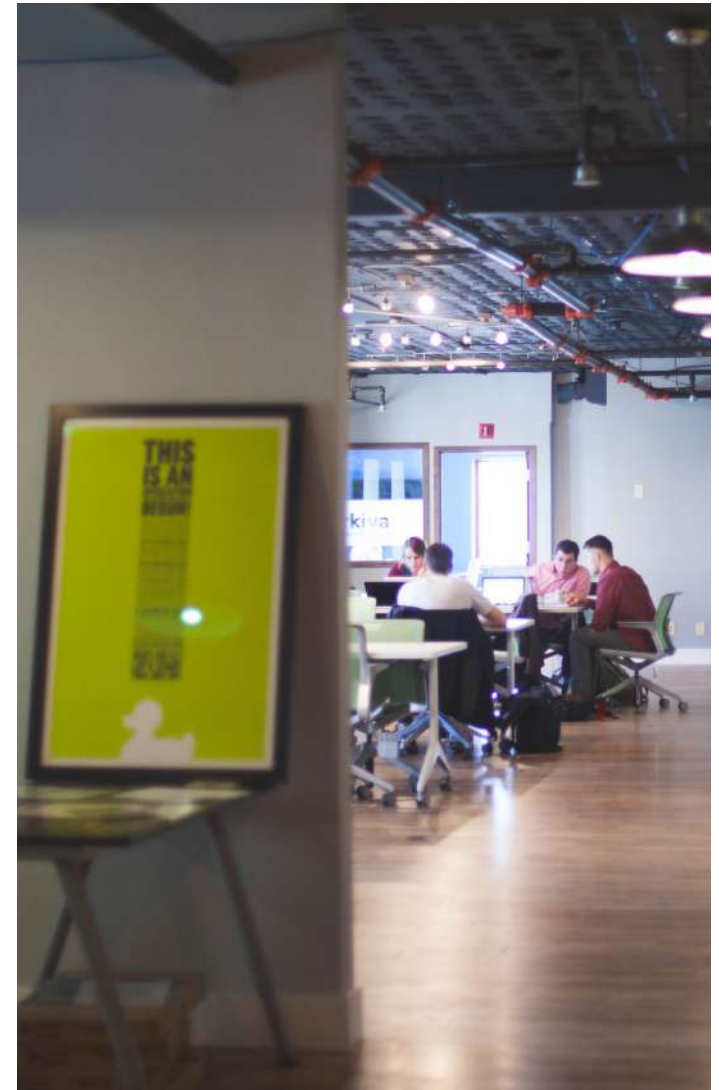
We are success-oriented and always focus on the high efficiency of our projects.

WHAT QUALIFIES US?

Since 2016 we have been an agency partner of Facebook and have personal coaches from the Facebook Business Team in Dublin at our side. We are continuously informed about new opportunities and changes and are supported in our campaigns.

For 9 years now, we have been looking after more than 20 extraordinary hotels, some companies and the ski resort Zürs am Arlberg as a whole holiday destination. Our activities are among the most successful in the German-speaking countries.

SUCCESS for us means high coverage in the core target group, building up the community and of course ultimately bookings, visits and purchases.



OUR REFERENCES

A selection



SOCIAL MEDIA INSIGHTS

In an entertaining, inspiring and dialogue-oriented coaching session, you will learn from me how you and your team can optimally integrate social media into your online marketing. The aim is to use this knowledge in the future with a high degree of efficiency and profit for your business.

To illustrate the individual topics, I will present numerous best practice examples from various clients from the last 10 years of our agency life.

DURATION & COACH

A day with Marcus

TOPICS

- ▶ Digital strategies & Big Data: Status quo and trends
- ▶ Online & Social Media Marketing
- ▶ The Social Web - Facebook, Instagram, Whats App, Twitter, Google+, Xing, Pinterest, YouTube and Co.: figures, user behaviour, potential and relevance
- ▶ Facebook & Instagram Marketing - numbers, chances and opportunities
- ▶ The algorithm of Facebook and Instagram
- ▶ Social media strategies: reach, impressions, conversions, influencers etc.
- ▶ Online branding: sending clear messages
- ▶ Content management: communication strategies, image tonalities, choice of words, address etc.
- ▶ Conversion-optimised websites
- ▶ Targeting options - creating the relevant target groups
- ▶ Intelligent advertising of the contributions
- ▶ Conception, placement and controlling of ads on Facebook and Instagram
- ▶ Intelligent use of the Facebook pixel
- ▶ Social Media Monitoring - Controlling and tracking of Facebook activities via Fanpage Karma
- ▶ Law & data protection on the Social Web

SOCIAL
MEDIA
INSIGHTS



SOCIAL MEDIA INSIGHTS

OBJECTIVE

After this day you will know the interrelationships of the complex online & social media marketing world. You know how to use social media for your business with a high degree of efficiency.

METHOD = QUALITY OF RESULTS

The coaching is dialogue-oriented and actively involves the participants.

The group acts as a source of inspiration and a pool of ideas. The mixture between crisp theory impulses and subsequent best practice examples on the topic as well as a clearly moderated and structured approach guarantees a high, sustainable transfer of knowledge and of course fun.

In my opinion, this is very important for increasing productivity and being successful ;-)

SOCIAL
MEDIA
INSIGHTS



CONTENT COACHING

Content matters - Content is king!

In our coaching we show you why superior content is elementary important to be successful in the Social Web. With the help of numerous best practice examples, we will show you what successful contributions look like. Together we will create new contributions for your business based on the contents of this coaching.

DURATION & COACH

A day with Marion or Aileen

TOPICS

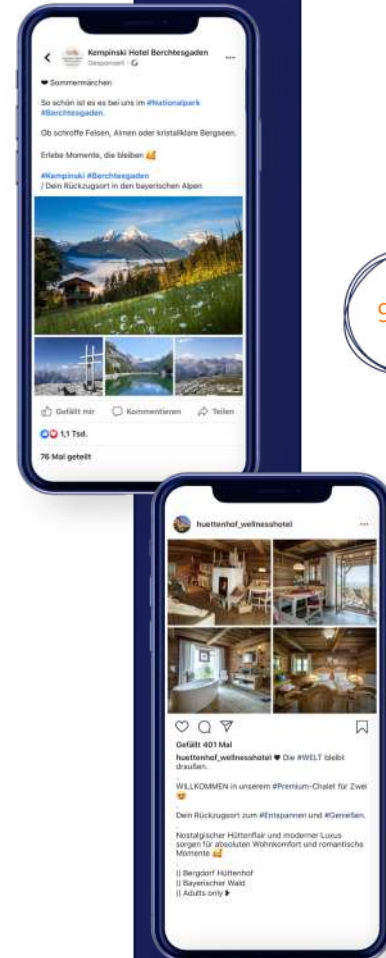
- The perfect mail: We call it word-image acrobatics
- Positioning and core messages for online branding
- Text coaching: choice of words, pun, tonality
- Communication among friends
- Social media photography/ visual language
- Create Facebook ads with the professional tool Creative Hub
- Recommendations on community structure and instagram use
- Relevant content ideas/content for Facebook and viral campaigns
- Content for landing pages
- Editorial plan
- Create your own finger exercises and posts

OBJECTIVE

After this coaching with workshop elements, you and your team will be well prepared and ready to professionally manage your social media channels or create content on a high level.

You have worked directly on your Facebook page, created posts and know how the two Facebook pillars - content and targeting - work. In the future, you will be able to do this yourself, motivated and with lots of fun!

CONTENT



PERFORMANCE MARKETING COACHING

PERFORMANCE

Professional ad management for Facebook, Instagram, Pinterest and Co.

In my coaching, I show you how to optimally target your articles and ads to your relevant target groups in order to achieve a high degree of effectiveness. Using numerous best practice examples, I will show you how successful campaigns work. We will sift through key figures and in our coaching we will turn direct camouflage into your business.

DURATION & COACH

A day with Ron

TOPICS

- Targeting (Core, Custom & Lookalike Audiences)
- Campaign structure & campaign objectives
- Ad Sets & Ads
- Delivery options
- Advertising strategies
- Tracking & Facebookpixel
- Optimal budgeting
- Monitoring & Performance Tracking
- Campaign optimisation
- Professional reporting

OBJECTIVE

After this day, you will be one of the few advertising professionals who really know about performance marketing. You can precisely define and address your target groups, develop and start campaigns, optimise and track them and watch your advertising success grow with great pleasure.



Name	Art	Größe
Hütterhof / CA - LA (1%) / FB Engagers 365T	Lookalike Audience	390.000
Hütterhof / CA - LA (1% 2%) / FB Engagers 365T	Lookalike Audience	390.000
Hütterhof / CA - LA (2% 3%) / FB Engagers 365T	Lookalike Audience	380.000
Hütterhof / CA / FB Engagers 365T	Custom Audience	52.000
Hütterhof / CA / IG Engagers 365T	Custom Audience	47.000
Hütterhof / CA / Website 190T	Custom Audience	50.000
Hütterhof / Def: Bengelhof / DE / 30-40 / Plans/Romantik/Co. > Chaps	Gespeicherte Zielgruppe	160.000
Hütterhof / Def: Bengelhof / DE / 40-60 / Plans/Romantik/Co. > Chaps	Gespeicherte Zielgruppe	190.000

SOCIAL MEDIA & ONLINE BRANDING WORKSHOP

DURATION

One day

COACHES

Marcus | Marion | Ron | Aileen

PROCEDURE

In the **first part**, we give a short overview of the potential of Facebook marketing, how the algorithm works, success factors and possible strategies. The topics are illustrated by examples of best practice.

In the **second part**, we discuss and jointly record all marketing-relevant content such as positioning, core messages, target groups and key words. Define your desired social media goals and the specific tonality. We then jointly develop ideas and content for the editorial plan, campaigns and strategies for "viral marketing" and define the positioning of your online branding.

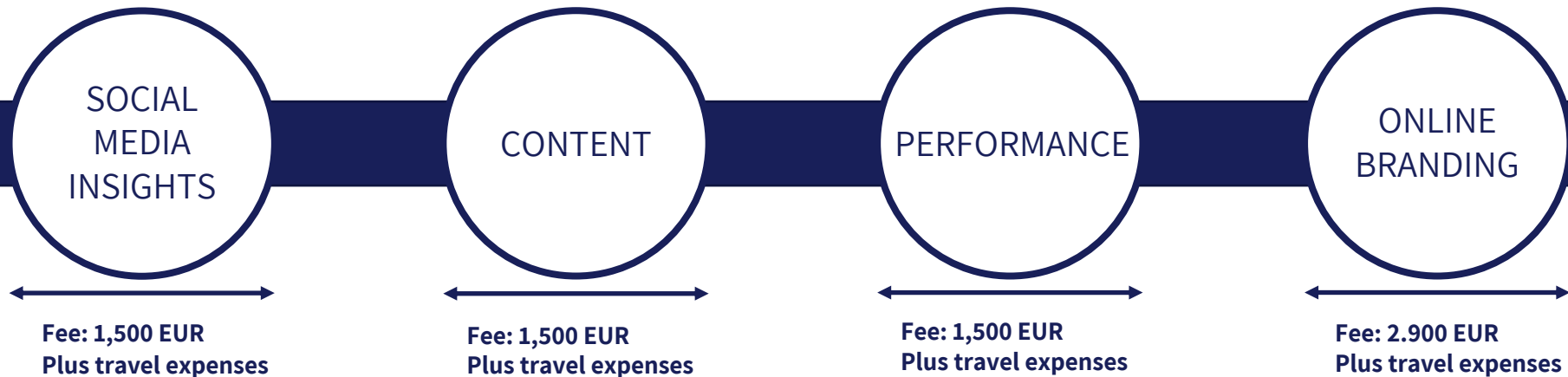
The **third part** deals with the possible involvement of partners and the interlocking of online and offline measures.

In the **fourth part**, we deal with work flow processes, project management and the like. This kick-off workshop serves us as a basis for your individual and custom-fit social media concept as well as for the topic plan.

ONLINE
BRANDING



FEES & REQUIREMENTS



PROCEDURE:

- 1) You decide on the coaching topics.
 - 2) We will send you briefing questions in advance by e-mail with a request to answer them.
 - 3) We will discuss the details and your special wishes together in a TelKo/video call.
 - 4) We individualise your coaching and prepare everything.
- Then you can start! Either in our beautiful agency rooms with a view of Lake Tegernsee, professional equipment and fine Feel Good Coffee - or in a location of your choice.
 - If the coaching takes place at our place, we will organise a hotel around the corner and invite you to a Bavarian snack in the legendary Bräustüberl.

REQUIREMENTS FOR PROFESSIONAL COACHING :

- Our coachings and workshops are demanding. We recommend alert minds, good coffee and brain food.
- We start our coaching sessions with brain jogging.
- We need a high speed internet access and a large screen as possible. No beamer please!
- And a beautiful and quiet room with a feel-good ambience.

WHAT'S #NEXT?



YOUR INDIVIDUAL SOCIAL MEDIA CONCEPT

Fee: 1,900 EUR

In addition, we offer you to create an effective and future-oriented social media concept as a working basis for your team and company from the jointly developed contents of the Online Branding & Social Media Workshop.



COACHING & CONSULTING ON AN HOURLY BASIS

Fee: 200 EUR/hour

If questions still arise after the coaching or concrete assistance in daily work is desired - e.g. for content, target group creation, ad management etc. - we will be happy to provide you with a personalised coaching programme. - then we will be happy to help you via web session.

mindPool
SOCIAL MEDIA FOR HOTELS

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