**Marketing & Social Media Action Plan Session**

Delivered in person, a half day interactive workshop, split into two distinct but complementary areas:

**Part 1 - Target Audience Definition (90minutes)**
Working with you to understand your target audience groups - their behaviours and motivations in order to effectively choose marketing channels that reach them, and tailor messaging to meet their needs.

**Part 2 – Social Media Trends for 2025 (90minutes)**

Understanding upcoming changes and how they may impact your business is essential for staying ahead. By identifying what to incorporate—or avoid—in your social media plan, you can seize new opportunities online and ensure your strategy remains effective.

**Duration of session:** 2x 90 min sessions with a break between