

Boost Your Brand: Post-Workshop Action Plan

1 Essential Tools & Platforms

Social Media Management & Scheduling

1. **Meta Business Suite** – Free
2. **Later** – Free plan; Paid starts at **\$99/month**
3. **Buffer** – Free plan; Paid starts at **\$15/month**

Email Marketing Platforms

1. **Mailchimp** – Free plan; Paid plans vary
2. **Flodesk** – No free plan; Flat **\$38/month**
3. **MailerLite** – Free plan; Paid starts at **\$10/month**

Content Creation & Editing

1. **Canva** – Free plan; Pro **\$12.99/month**
2. **Adobe Express** – Free plan; Premium **\$9.99/month**
3. **CapCut** – Free

17 Social Media Scheduling & Automation

1. **Metricool** – Free plan; Paid starts at **\$18/month**
2. **Planoly** – Free plan; Paid starts at **\$13/month**
3. **Hootsuite** – Free plan; Paid starts at **\$19/month**

Analytics & Performance Tracking

1. **Google Analytics** – Free
2. **Meta Insights** – Free
3. **TikTok Analytics** – Free



E-commerce & Online Selling

1. **Shopify** – No free plan; Starts at **\$29/month**
2. **Square Online** – Free plan; Paid starts at **\$12/month**
3. **Etsy** – No monthly fee; **\$0.20 per listing + transaction fees**



SEO & Digital Visibility Tools

1. **Ubersuggest** – Free limited access; Paid starts at **\$29/month**
2. **Google Trends** – **Free**
3. **Yoast SEO** – Free plugin; Premium **\$99/year**



Webinars & Live Streaming

1. **Zoom** – Free plan; Paid starts at **\$14.99/month**
2. **StreamYard** – Free plan; Paid starts at **\$20/month**
3. **Instagram Live & Facebook Live** – **Free**



Advertising & Paid Promotion

1. **Facebook Ads Manager** – **No minimum spend**
2. **Google Ads** – **No minimum spend**
3. **Pinterest Ads** – **No minimum spend**

2 Branding Strategy Checklist

Define your brand's mission & values

Choose 2-3 main social media platforms to focus on

1. _____

2. _____

3. _____

Create a content theme (colors, fonts, brand voice)

Colors (at least 3): _____

Fonts (2 MAX): _____

Brand Voice (personality, tone, style): _____

Optimize your social media bios with keywords & a strong CTA

Set clear business goals for social media



Your Brand Mission in One Sentence:



3 Words that Describe Your Brand's Personality:

1. _____

2. _____

3. _____

3 Content Planning Worksheet

- **What types of content will you create?** (Reels, carousels, blogs, behind-the-scenes, testimonials, etc.)
- **Who is your target audience?** (Demographics, pain points, interests)
- **How often will you post?** (Daily, 3x per week, weekly)



Brainstorm 5 content ideas based on your brand:

1. _____
2. _____
3. _____
4. _____
5. _____



Social Media Calendar (Week at a Glance)

Day	Content Type	Topic/Caption	Call-to-Action
Mon	_____	_____	_____
Tues	_____	_____	_____
Wed	_____	_____	_____
Thurs	_____	_____	_____
Fri	_____	_____	_____

4 Engagement & Growth Tracker

Daily Engagement Checklist:

- Reply to comments & DMs
- Comment on 5 industry-related posts
- Share a story or repost user content
- Follow & engage with 3 new accounts in your niche

Follower & Engagement Tracker (Track progress over 4 weeks)

Week	Followers	Engagement Rate (%)	Best-Performing Post
1	_____	_____	_____
2	_____	_____	_____
3	_____	_____	_____
4	_____	_____	_____

5 Hashtag & Caption Brainstorming

Hashtag Strategy:

Write down 15-30 relevant hashtags for your brand.

(Popular Hashtags – Used to reach a broad audience and increase visibility, Niche Hashtags – Targets a specific community or interest for better engagement, Branded Hashtags – Creates brand recognition and encourages user-generated content.)

- **Popular Hashtags:** _____
- **Niche Hashtags:** _____
- **Branded Hashtags:** _____


Write 3 Engaging Captions with CTAs:

1. “ _____ ” (CTA: Save this for later!)
2. “ _____ ” (CTA: Tag a friend who needs this!)
3. “ _____ ” (CTA: Comment below & let me know what you think!)

6 Action Plan & Next Steps

 What are your top 3 takeaways from this workshop?

1. _____
2. _____
3. _____

 What is one thing you will implement this week?

- _____

 What do you need help with? (Write down questions for future learning)


- _____


Final Thoughts & Next Steps


Building a strong brand takes **consistency, creativity, and connection**—but you don't have to do it alone! Use this worksheet as your guide, take small steps daily, and **keep showing up for your audience**.


 **Remember:**

- ✓ Branding isn't just about logos—it's about how people **feel** when they interact with your business.
- ✓ Content doesn't have to be perfect—it just has to be **authentic**.
- ✓ Engagement is a two-way street—**connect with your audience, and they'll connect with you**.

 **Stay Connected & Keep Growing!**

 Have questions? Need more guidance? Reach out!

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Now go out there and boost your brand! 🚀 ✨ ✨