

**GETTING STARTED WITH**



**EMBARKING ON YOUR JOURNEY  
WITH OUR TEAM!**

**2025**

# FMO MEDIA

**WE'RE EXCITED TO PARTNER WITH YOU! OUR COMPREHENSIVE GUIDE OUTLINES WHAT TO EXPECT AS YOU PREPARE FOR LAUNCH AND BEYOND WITH FMO MEDIA.**



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# FMO MEDIA

## ORGANIZATIONAL CHART



**CLIENT  
SERVICES**



**PRODUCTION**



**CREATIVE**



**WEB &  
PAID  
MEDIA**

## YOUR TEAM & COMMUNICATION



**TEAM LEAD**



**ACCOUNT  
MANAGER**



**EDITOR**



**SUPPORTING  
ACCOUNT MANAGER**

**YOU'RE BACKED BY A FULL MARKETING POD:**

**TEAM LEAD • ACCOUNT MANAGER • CREATIVE EXPERTS • EDITORS**

**YOUR ACCOUNT MANAGER IS YOUR GO-TO CONTACT—ALONGSIDE YOUR TEAM LEAD WHO IS COORDINATING WITH OUR FULL TEAM TO CREATE AND MANAGE YOUR CONTENT WITH PRECISION.**

**STAY CONNECTED — ALWAYS**

**THERE'S NO SUCH THING AS MISCOMMUNICATION... JUST LACK OF COMMUNICATION. 😊**

**WHATSAPP**

- INSTANT ACCESS TO YOUR TEAM
- NO MORE 3-5 DAY DELAYS

**EMAIL**

- [HELLO@FMOMEDIA.COM](mailto:HELLO@FMOMEDIA.COM) - LARGE FILES, CREDENTIALS, OR DETAILS
- [SUPPORT@FMOMEDIA.COM](mailto:SUPPORT@FMOMEDIA.COM) - CLIENT SERVICES HELP
- [ACCOUNTING@FMOMEDIA.COM](mailto:ACCOUNTING@FMOMEDIA.COM) - BILLING QUESTIONS

**ALWAYS SEND A WHATSAPP MESSAGE WHEN YOU EMAIL SOMETHING IMPORTANT**

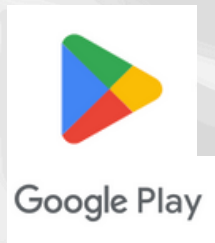
**ZOOM CHECK-INS**

- MONTHLY: CONTENT + SERVICE REVIEW
- QUARTERLY: PROGRESS + PERFORMANCE STRATEGY

# FMO MEDIA

## HOW TO USE WHATSAPP

**ONCE YOU'VE DOWNLOADED WHATSAPP FROM EITHER THE APPLE APP STORE OF THE GOOGLE PLAY STORE, FOLLOW THE BELOW INSTRUCTIONS:**



## STEP BY STEP INSTRUCTIONS

1

### Welcome to WhatsApp

Read our [Privacy Policy](#). Tap "Agree & Continue" to accept the [Terms of Service](#).

[Agree & Continue](#)

Launch WhatsApp and click "Agree and Continue" after reading the privacy policy and terms of service.

2

### Your Phone Number

Please confirm your country code and enter your phone number

United States

+1 | your phone number

Next, type in the country code and phone number you use on your iPhone. Then select "Done" in the upper right-hand corner.

3

### Edit Profile

Enter your name and add an optional profile picture

Edit

Meira Gebel

13

After a few seconds of data retrieval, WhatsApp will ask you to enter your name and add a profile photo. After you do so, select "Done."

**POP-UP WILL ASK IF WHATSAPP CAN ACCESS YOUR CONTACTS. THIS WILL ALLOW YOU TO UPLOAD YOUR PHONE'S CONTACTS TO THE APP AND LET YOU SEE WHAT FRIENDS AND FAMILY ARE ALREADY USING THE APP. AFTER YOU'VE CONNECTED YOUR CONTACTS, **YOU CAN START CHATTING.****

## OTHER REMINDERS & INFORMATION

- PLEASE REFRAIN FROM SIDE MESSAGING AND **ONLY USE OUR GROUP CHAT.**
- IF YOU NEED TO REACH **CLIENT SERVICES:**
  - EMAIL: [SUPPORT@FMOMEDIA.COM](mailto:SUPPORT@FMOMEDIA.COM)
- IF YOU HAVE **BILLING QUESTIONS:**
  - EMAIL: [ACCOUNTING@FMOMEDIA.COM](mailto:ACCOUNTING@FMOMEDIA.COM)

# FMO MEDIA

## KEYS TO SUCCESSFUL PARTNERSHIP

### Our best clients...

Collaborate on ideas.

Share mutual respect.

Update us on company news and needs.

Offer clear expectations & problem-solve with us.

Communicate regularly & give honest feedback.

Share photos & video content regularly.



**Remember: Your involvement directly impacts your marketing success!** More input means **better results**. If you prefer a hands-off approach, we'll keep things moving, but **occasional input is essential**.

### What we need from you...

#### Completed Onboarding Document:

Help us learn more about your business and gain access to your socials!

#### Logos & Brand Guidelines:

We're all about keeping your brand consistent!

#### Marketing Assets:

Headshots, Graphics, Videos, Team and Office Photos - We'll take it all!

#### Marketing or Business Plan:

We want to ensure our strategy aligns with your goals!

Completed Onboarding Doc & sending Marketing Assets within 3 business days so we can prepare for your strategy. Always upload files to your shared Google Drive folder.

**Password Deadline:** Provide passwords within 7 days of launch, or we'll create new platforms for you!



- Pick a **strong** password.
- Change passwords regularly (**notify us!**).
- **Enable two-factor authentication.**
- Don't share passwords with untrusted sources.
- Use secure devices to manage accounts.

# OUR 12 MONTH PROGRAM

**R.A.C.E.:** IT'S A MARATHON, NOT A SPRINT!

THE R.A.C.E FRAMEWORK ALLOWS US TO DEVELOP A CUSTOMIZED, AGILE, AND SPECIFIC APPROACH TO YOUR BUSINESS'S NEEDS.

DIGITAL CHANNELS ALWAYS WORK BEST WHEN THEY'RE INCORPORATED WITH OTHER CHANNELS, BOTH ONLINE AND WHERE APPROPRIATE IN TRADITIONAL OFFLINE MEDIA AND NETWORKING.

**1-3 MONTHS**

## REACH

**YOUR TARGET AUDIENCE**

BY BUILDING AWARENESS ON YOUR  
DIGITAL PLATFORMS & DRIVING  
TRAFFIC TO YOUR WEBSITE

**3-6 MONTHS**

## ACT

**ON STRATEGY**

ENGAGE YOUR NEW AND CURRENT  
AUDIENCE WITH ON BRAND CONTENT  
THAT HOOKS THEM

**6-9 MONTHS**

## CONVERT

**LEADS INTO SALES**

RUN PAID MEDIA EFFORTS  
ALONGSIDE YOUR ORGANIC  
STRATEGY TO GENERATE LEADS FOR  
SALES CONVERSION- REMEMBER  
CONVERSION TAKES TIME!

**1 YEAR+**

## ENGAGE

**WITH YOUR AUDIENCE**

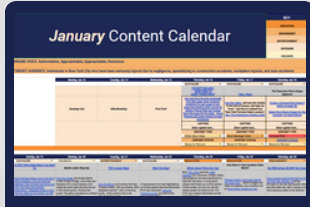
BUILD CLIENT AND ONLINE AUDIENCE  
RELATIONSHIPS TO ACHIEVE  
RETENTION GOALS



# FMO MEDIA

## JOURNEY WITH US

**EMBARK ON A DYNAMIC JOURNEY WITH FMO MEDIA: ENJOY PERSONALIZED MONTHLY CHECK-INS, IN-DEPTH QUARTERLY REPORTS, TAILORED PAID MEDIA CAMPAIGNS, AND EXCITING FILM SHOOTS!**



### QUARTERLY CHECK-INS

We'll share progress and performance recaps, receive feedback, and update tactics as needed.



### MONTHLY REPORTS

Monthly reporting and analytics is automatically sent to your email on the 2nd of each month.



### PAID MEDIA

Starting Q2 we'll guide you through your paid media plan as a crucial component of your annual digital marketing strategy.



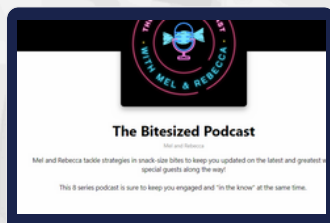
### FILM DAY

Depending on the frequency of your film shoots, we'll start to schedule your date(s) within the first month of your program. You'll review your first Film Agenda with our Production Team Lead and any subsequent film agendas with your Account Manager.

**ANY DELAY IN RECEIVING YOUR ONBOARDING DOCUMENT AND/OR PASSWORDS WILL CAUSE A RESCHEDULING.**

## ADDITIONAL SERVICES

**ELEVATE YOUR BRAND'S VOICE WITH FMO MEDIA: DIVE INTO ENGAGING PODCASTS, REPRESENT YOUR BRAND ONLINE, AND CAPTIVATE ON SOCIAL MEDIA WITH AN INSTANT SOCIAL MEMBERSHIP!**



### PODCASTS

We'll broaden your network and create quantity content from quality with your podcast series! We help with the planning, editing, and posting but the recording is up to you. We encourage you to start recording your podcast by Quarter 2, so we can maximize the content and grow your audience.\*



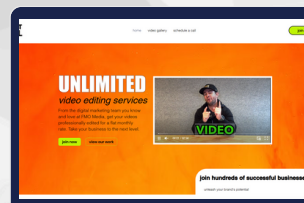
### WEB BUILDS & UPDATES

We'll elevate your online presence with a beautifully designed, conversion-friendly website! Our team will handle the planning, development, and publishing—but we'll need your feedback and assets along the way.



### INSTANT SOCIAL

Take advantage of your Instant Social Membership (if added to your services) within the first month when you share your team member's contact information with us during your onboarding. Your team members will have access to customizable monthly content and have the option to request custom graphics.



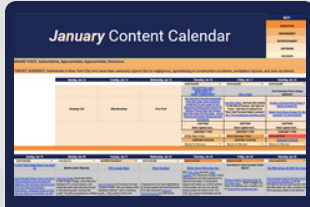
### INSTANT SOCIAL VIDEO

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# FMO MEDIA

## WEBSITE BUNDLES

**EMBARK ON A DYNAMIC JOURNEY WITH FMO MEDIA: ENJOY PERSONALIZED MONTHLY CHECK-INS, IN-DEPTH QUARTERLY REPORTS, TAILORED PAID MEDIA CAMPAIGNS, AND EXCITING FILM SHOOTS!**



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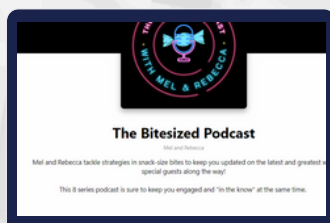
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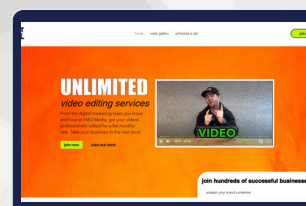
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# FMO MEDIA

## LAUNCH PROCESS

OUR LAUNCH PROCESS MIGHT FEEL FAST (SPEED IS KING!) HOWEVER, WE ARE UBER-THOROUGH IN GETTING TO KNOW YOU AND YOUR BRAND WHILE WE PUT TOGETHER AN AWESOME STRATEGY. HERE'S WHAT YOU CAN EXPECT FROM US AND WHAT WE NEED FROM YOU OVER THE FIRST COUPLE OF WEEKS IN YOUR PROGRAM.



### WEEKS 1 & 2

## LAUNCH CALL

On this call our client services team welcomes you to FMO Media, we review housekeeping items and confirm information to start your strategy off strong.



### WEEKS 2 & 3

## STRATEGY CALL

On this call our team reviews your strategy for approval and receives any feedback for editing.



### WEEK 4

## BRAND + POST!

Once we receive approval on your strategy our team begins to brand and update your social media accounts. We also begin posting content to your pages according to your new content calendar and strategy.

**ANY DELAY IN RECEIVING YOUR ONBOARDING DOC  
AND/OR PASSWORDS WILL CAUSE A RESCHEDULING.**



# FMO MEDIA

## VIRTUAL VIDEO CONTENT SESSION GUIDE

C

**CONTENT SESSIONS ARE A VITAL COMPONENT IN YOUR LAUNCH PROCESS AT FMO MEDIA. THESE SESSIONS ALLOW US TO MEET TOGETHER, RECORD SOME VIDEO CONTENT, AND HELP YOU GET MORE COMFORTABLE WITH RECORDING CONTENT.**

## HERE ARE SOME COMMON QUESTIONS

### Are we recording content for social media?

✅ Yes! The goal is to create branded video clips that showcase your expertise—no need to wait for your film shoot! We're ready to get started!

### What equipment do I need?

💻 It's recommended to join from a laptop or desktop (not a phone or tablet) to ensure the best quality. A built-in camera and microphone work fine—no professional equipment needed!

### How much content will we create?

🎤 We'll go through about 15 questions, capturing your best answers while having a conversation. After the session, our team edits the videos and shares them with you for review on your Strategy Call!

### Will this replace my film shoot?

💡 Nope! This session jumpstarts your social media with fresh content. If a film shoot is part of your package, our team will schedule that separately.

### What should I wear and where should I film?

👔 Dress like you're meeting a client—professional but comfortable (but please avoid stripes, they don't film well). Choose a quiet, well-lit space like your office for the best results.

### What should I do after the session?

📺 Keep the momentum going! Record more videos using your phone or computer, and upload them to your shared folder. Practice makes perfect—happy recording! 🎉



# FMO MEDIA

## TURN AROUND TIMES

PLEASE NOTE THAT ALL TURNAROUND TIMES ARE APPROXIMATE. SHOULD ANYTHING BE DELAYED DUE TO TECHNICAL CHALLENGES, EMERGENCIES, OR HOLIDAY TIMEFRAMES WE WILL UPDATE YOU IN ADVANCE.

## RESPONSE TIME

**WHATSAPP RESPONSES:** SAME BUSINESS DAY

**EMAIL RESPONSES:** 24 - 48 HOURS

## CONTENT & CREATIVE

**IMPROMPTU SOCIAL MEDIA GRAPHIC REQUESTS:** 1-2 BUSINESS DAYS\*

**SHORT FORM VIDEO EDITS (REELS, TIK TOK, ETC):** 3-5 BUSINESS DAYS\*

**OTHER DIGITAL MEDIA DESIGNS (FACEBOOK COVERS, COVER GRAPHICS, YOUTUBE THUMBNAILS, DIGITAL BUSINESS CARDS, ETC):** 3-4 BUSINESS DAYS

## VIDEO EDITS

**PODCAST EDITS:** 3-5 BUSINESS DAYS

**\*SHORT FORM VIDEO EDITS (REELS, TIK TOK, ETC):** 2-3 BUSINESS DAYS

**FIRST FILM SHOOT VIDEO EDITS:** 1-3 WEEKS

\*PLEASE NOTE THAT WE SCHEDULE CONTENT 2 WEEKS IN ADVANCE WHENEVER POSSIBLE. IMPROMPTU REQUESTS ARE FOR URGENT REQUESTS THAT CANNOT BE FORESEEN IN ADVANCE.

## PAID MEDIA CAMPAIGNS

**EVENT RESPONSE AD:** 3-5 BUSINESS DAYS

**BRAND AWARENESS/ENGAGEMENT ADS:** 5-7 BUSINESS DAYS

**GOOGLE/LEAD GENERATION ADS:** 2-3 WEEKS

*(TURNAROUND TIME ALLOWS FOR RESEARCH, CREATIVE, APPROVAL)*

## WEBSITE EDITS & UPDATES (IF APPLICABLE)

**LIGHT EDITS:** 24-48 BUSINESS HOURS

**HEAVY EDITS :** 3-4 DAYS (DEPENDENT)

**WEBSITE BUILD:** VARIES BUT APPROXIMATELY 8-12 WEEKS

# FM FILM DAY PREP!

## MEDIA

There is a lot of work that happens behind the camera to prep you for your film day. We like to show you a glimpse of what that looks like so you understand how important preparation is for us. and for you!

 **OUR PRODUCTION AND CLIENT SERVICES TEAM PLOTS AND CONFIRMS YOUR FILM DATE\***

 **WE PREPARE YOUR FILM AGENDA**

 **VIDEOGRAPHER REVIEWS AND PREPS FOR YOUR FILM DAY**

 **OUR TEAM ARRANGES YOUR VIDEOGRAPHER'S TRAVEL**

 **YOU AND OUR TEAM CONFIRM DETAILS AND AGENDA TO PREP YOU FOR THE DAY!**

 **YOUR VIDEOGRAPHER CHECKS IN A FEW DAYS BEFORE YOUR FILM SHOOT TO MAKE SURE YOU'RE PREPPED!**

**REMEMBER! ONCE YOUR DATE IS CONFIRMED IT IS LOCKED IN! ANY CANCELATIONS WILL CONSIST OF A FEE TO COVER ALL TRAVEL COSTS & BOOKING FEES.**



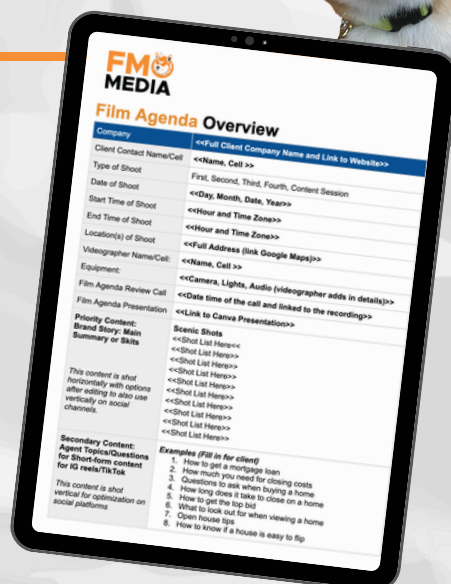
## YOUR FILM AGENDA

This is an important google doc that we share with you as soon as we start a draft so that our whole team including the videographer stay on the same page from pre to post production.

We share this directly once your film shoot is confirmed and it's also available for access in your shared client Gdrive folder, and it's also linked on your calendar event. We like to finalize this within 1-2 weeks before your film shoot and review with you beforehand so you feel confident with your content!

All the important details are noted so you have videographer contact info, a list of the videos we'll be aiming to capture, and a timeframe. It is really important to note that we plan and prep so we can manage what is within our control but sometimes weather, travel, and others can throw a monkey wrench in the plans- this is when we might need to be flexible and pivot in the schedule for the day to best accommodate your content priorities.

Rest assured our videographers are trained to handle whatever comes their way thanks to all the careful pre planning with the whole team.



## "WHAT SHOULD I WEAR?!"

**WE GET ASKED THIS QUESTION A LOT- AND WHILE MOST PEOPLE WON'T BE NOTICING WHAT YOU'RE WEARING - THEY'LL BE ENGAGING WITH THE VALUE YOUR CONTENT GIVES- YOU AND WE STILL WANT YOU TO LOOK YOUR BEST SO HERE ARE OUR TIPS!**

### WHAT TO WEAR

Solid and rich colors look best. Instead of white try light beige and light grey. Also, very pale colors may work better.

### WHAT NOT TO WEAR

Bright white clothing  
Crazy Patterns  
Thin striped shirts  
Hats (they cover your eyes!)  
Logos that are not your own  
Full outfit changes are discouraged



## CONTENT WE COLLECT FOR YOUR FIRST/ANNUAL SHOOT!

Your social media video content is meant to last throughout the year so on your film day we collect enough content based on your program and film shoot frequency so that we can use and repurpose your video throughout the year.

We also repost best-performing content because it's important to create new content and amplify current content. The lifecycle of 1 piece of content extends beyond a single post!

Remember that people need to see content and hear your message as many as 22 times (and in different ways) before making a decision so reposting and repurposing your videos can and will reach larger and newer audiences.

## EDITING TIMEFRAME

**FOLLOWING YOUR FILM DATE WE SEND YOUR VIDEO TO OUR EDITING TEAM! THE WEEKS INDICATED BELOW ARE AN APPROXIMATE TIME FRAME FOR WHEN YOU CAN EXPECT YOUR VIDEO CONTENT TO BE PUBLISHED FOLLOWING YOUR FILM DAY.**

### WEEK 1



Your videographer wraps up your shoot by summarizing the content collected and sharing it with our Editing Team.

### WEEK 1-2



Your Account Managers plot out the video content on your content calendar for posting!

You'll be able to see what is scheduled on your content calendar.



we post on your platforms!

### WEEK 3 + BEYOND



Our Team continues to strategize posting and repurposing your video content on your Socials

**PLEASE NOTE: TIMELINES ARE SUBJECT TO CHANGE SHOULD WE RUN INTO TECH CHALLENGES OR TRAVEL DELAYS**

# FMO MEDIA

## VIDEO & AUDIO GUIDE

### FILMING BEST PRACTICES

- **LIGHTING:** ENSURE GOOD LIGHTING ON YOUR FACE; AVOID BACKLIGHTING (E.G., WINDOWS OR SUN).
- **VERTICAL VIDEO:** ALWAYS FILM UPRIGHT FOR REELS/TIKTOK.
- **DYNAMIC SHOTS:** USE ZOOM-IN/OUT OR TRANSITIONS TO ADD MOTION.
- **CAPTIONS:** CLOSED CAPTIONS WILL BE ADDED DURING EDITING.
- **AUDIO:** PRIORITIZE CLEAR SOUND USING EXTERNAL MICS OR HEADPHONES.



### CONTENT CREATION ESSENTIALS

- **HOOKS MATTER:** CAPTURE ATTENTION IN THE FIRST 3 SECONDS.
- **BE CLEAR & CONCISE:** DELIVER YOUR MESSAGE QUICKLY AND EFFECTIVELY.
- **CONSISTENCY IS KEY:** POST FREQUENTLY; THERE'S NO FAILURE IN SOCIAL MEDIA UNLESS YOU STOP.
- **ENGAGE CREATIVELY:** FUN, RELATABLE, AND AUTHENTIC CONTENT WORKS BEST.
- **NEGATIVE COMMENTS:** TREAT THEM AS ENGAGEMENT!



- **TRIPODS:**
  - ROTATING TRIPOD
  - HAND TRIPOD
- **LIGHTING:**
  - RING LIGHT TRIPOD
- **MICROPHONES:**
  - RODE VIDEOMIC ME
  - RODE NT-USB DESKTOP MIC



- **SEND VIDEOS TO FMO MEDIA FOR PROFESSIONAL EDITING AND POSTING.**
- **RELAX! NO ONE CARES ABOUT MINOR MISTAKES – FOCUS ON CREATING!**
- **SOCIAL MEDIA MOTTO: POST, POST, POST – CONSISTENCY WINS!**



# FMO MEDIA

## WEBSITE BUILD TIMELINE

IF YOU HAVE WEBSITE BUILD AS PART OF YOUR SERVICES WITH FMO MEDIA, CONGRATS! WE'RE EXCITED TO BUILD OUT YOUR CUSTOMIZED AND CONVERSION-FRIENDLY WEBSITE TO BEST REPRESENT YOUR BUSINESS AS A "DIGITAL STOREFRONT."

OUR WEBSITE BUILDS TYPICALLY TAKE BETWEEN 6-8 WEEKS WITH A STRUCTURED SYSTEM FOR BOTH THE TECHNICAL AND CREATIVE PROCESS NEEDED TO COMPLETE YOUR SITE. PLEASE REFER TO OUR GUIDE BELOW FOR TIMEFRAME EXPECTATIONS.



### PLEASE NOTE:

TIME FRAMES MAY DIFFER DEPENDING ON WHETHER THERE IS A DELAY IN RECEIVING FEEDBACK OR WEBSITE ASSETS. WE WILL UPDATE YOU ON ANY TECHNICAL DELAYS WE MAY ENCOUNTER ON OUR END.





# FMO MEDIA

## PAID MEDIA GUIDE

# What is Paid Media?

Paid media includes ads on platforms like Facebook, Instagram, TikTok, Google, and YouTube to grow your brand, generate leads, and increase sales.

- **Offensive Marketing:** Targets potential customers who aren't actively searching for you (e.g., Facebook, TikTok ads).
- **Defensive Marketing:** Captures users already looking for your services (e.g., Google search ads).

### TYPES OF PAID MEDIA CAMPAIGNS

- **Awareness:** Build recognition and trust with your audience.
- **Engagement:** Drive interaction (comments, likes, shares) with your brand.
- **Traffic:** Send potential customers to your website or landing page.
- **Lead Generation:** Collect contact information for sales follow-ups.
- **Sales:** Target users most likely to purchase your product or service.

### PLATFORM RECOMMENDATIONS

- **Facebook/Instagram:** Great for lead generation and brand awareness.
  - Budget: Start with \$5-\$20/day.
- **TikTok:** Best for fast-paced, video-heavy campaigns.
  - Minimum Budget: \$50/day with 10-15 videos per week.
- **Google/YouTube:** Ideal for capturing high-intent searches.
  - Budget: \$10-\$20/day.

## KEY TIPS FOR SUCCESS

- **Define Objectives:** Know your goals (e.g., leads, traffic, awareness).
- **Target Smartly:** For industries like real estate or finance, remember Facebook limits targeting for "Special Ad Categories."
- **Monitor and Optimize:** Track your campaign performance and adjust as needed.
- **Start Small:** Use the first campaign to collect data and refine future strategies.

## ACTION ITEMS

- **Complete Your Intake Form:** Let FMO know your objectives, budget, and ad account details.
- **Set Up Landing Pages:** Ensure you have a relevant form or call-to-action ready for leads.
- **Review Ads:** Approve previews sent by FMO Media before launch.
- **Evaluate Results:** Use reports to refine targeting, keywords, and ad creative.
- **Follow Up on Leads Immediately:** *Leads left cold won't convert*—contact them as soon as possible to maximize engagement and conversions.

# What is a Marketing Funnel?

A marketing funnel describes your customer's journey with you.

From the initial stages when someone learns about your business, to the purchasing stage, marketing funnels map routes to conversion and beyond.



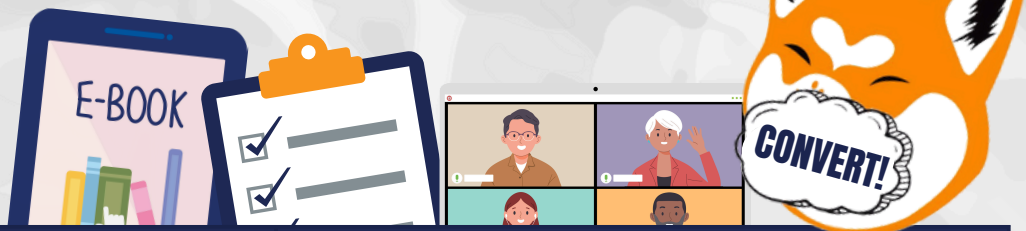
# FMO MEDIA

## LEAD MAGNET GUIDE

# What is a Lead Magnet?

A lead magnet is a digital, downloadable resource offered in exchange for contact information. Examples include:

- Ebooks
- Checklists
- Webinars
- Case studies
- Free trials or discounts



HOW TO CREATE AN EFFECTIVE LEAD MAGNET	POPULAR LEAD MAGNET IDEAS
<ul style="list-style-type: none"><li>• Know Your Audience<ul style="list-style-type: none"><li>◦ Identify their needs, desires, and pain points.</li></ul></li><li>• Offer Real Value<ul style="list-style-type: none"><li>◦ Provide solutions, insights, or resources they can use immediately.</li></ul></li><li>• Make It Accessible<ul style="list-style-type: none"><li>◦ Ensure instant access after they provide contact information.</li></ul></li><li>• Promote It<ul style="list-style-type: none"><li>◦ Use social media, email campaigns, website pop-ups, or ads to reach your audience.</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Ebooks: Share in-depth knowledge.</li><li>• Checklists/Cheat Sheets: Offer step-by-step guidance.</li><li>• Webinars: Provide interactive, value-packed sessions.</li><li>• Templates: Save time and increase efficiency for your audience.</li><li>• Quizzes: Engage users with interactive content while gathering leads.</li></ul>
WHY USE LEAD MAGNETS?	KEY TO SUCCESS
<ul style="list-style-type: none"><li>• Build Trust: Showcase your expertise and provide value.</li><li>• Generate Leads: Collect contact information for future marketing.</li><li>• Nurture Relationships: Directly communicate with leads and guide them down the sales funnel.</li></ul>	<ul style="list-style-type: none"><li>• Understand your audience.</li><li>• Deliver actionable value.</li><li>• Promote consistently.</li></ul>

### FAQS ABOUT LEAD MAGNETS

- Do lead magnets have to be free?
- Yes, lead magnets should be free to maximize downloads, but they provide long-term ROI through lead generation.
- How much time should I spend creating one?
- Focus on quality over quantity. A high-value, targeted lead magnet will outperform rushed or generic content.
- Can I repurpose existing content?
- Absolutely! Turn blogs, videos, or presentations into lead magnets by organizing them into guides, checklists, or templates.

# FMO MEDIA

## PODCAST GUIDE

### PRE-PRODUCTION: PLANNING YOUR PODCAST

- **Brainstorm:** Define your theme, tone, and topics. Discuss ideas with your team.
- **Guest List:** Identify and invite guests (e.g., clients, industry leaders, influencers). Prep them in advance.
- **Podcast Format:** Consider seasons (e.g., 5-20 episodes per season) to keep content manageable and engaging.
- **Equipment:** Use iPhones or professional gear for multi-angle recording. Recommended setup:
  - Front Tripod with Ring Light.
  - Two side tripods for dynamic angles.
  - Softbox lights for even lighting.

### PRODUCTION: RECORDING YOUR PODCAST

- **Setup:** Position equipment to minimize shadows and optimize lighting. Ensure HD60 video settings on all devices.
- **Recording Options:**
  - **Basic:** Use Zoom or Riverside.fm for remote recordings.
  - **Advanced:** Use external mics like Rode VideoMic Me or Rode NT-USB Desktop Mic.
- **Angles:** Capture dynamic views with two-camera angles (left and right).

### POST-PRODUCTION: EDITING AND PUBLISHING

- **Submit Files:** Upload your raw recordings to your shared Google Drive folder. Notify your team via WhatsApp.
- **Editing:** FMO Media will handle edits and create:
  - Full podcast episodes.
  - Short teaser clips for social media promotion.
- **Distribution:** Publish your podcast on platforms like YouTube, Spotify, and Apple Podcasts.

TOP

TIPS

### GUEST AND TOPIC IDEAS

- **POTENTIAL GUESTS:** AUTHORS, ENTREPRENEURS, ACTIVISTS, EDUCATORS, OR LOCAL HEROES WITH COMPELLING STORIES.
- **TOPICS:** FOCUS ON INDUSTRY TRENDS, SUCCESS STORIES, OR CHALLENGES OVERCOME.

- **PODCAST NAME:** MAKE IT MEMORABLE, SPECIFIC, AND SEARCHABLE.
- **INTRO & OUTRO:**
  - INTRODUCE THE PODCAST AND PRIMARY TOPICS.
  - THANK LISTENERS AND PROVIDE A CALL-TO-ACTION (E.G., "FOLLOW US ON INSTAGRAM AT...").
- **TEASER POSTS:** CREATE 5 TEASER POSTS TO BUILD ANTICIPATION (E.G., VIDEO MASHUPS, QUOTES, OR KEY POINTS).



# FMO MEDIA

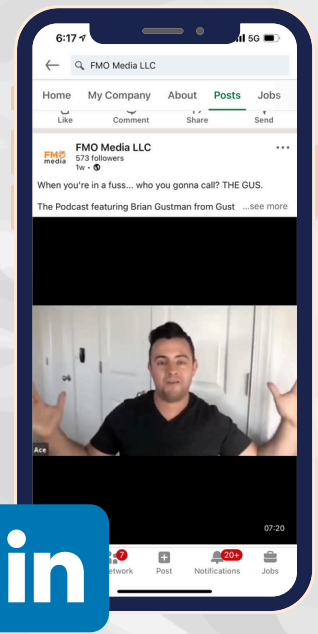
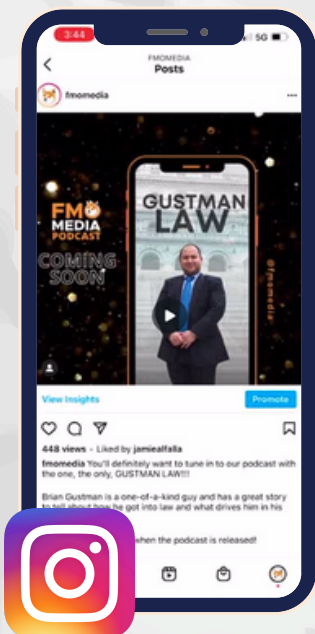
## SCHEDULING YOUR PODCAST

ONCE WE HAVE YOUR PODCAST SCHEDULED FOR RECORDING, YOUR ACCOUNT MANAGER WILL START PLOTTING OUT ON THE CALENDAR THE RELEASE DATE AND THE TEASERS TO BUILD UP THE EXCITEMENT AND ANTICIPATION!

HERE'S AN EXAMPLE OF WHAT THAT MIGHT LOOK LIKE FOR YOUR CONTENT.

## SAMPLE CALENDAR SCHEDULE

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28 Image: BTS	29	30 Audio Sample Teaser	31	1 Video Clip: Key Point	2
4 Quote Card	5	6 Meme	7	8 Video Clip: Key Point	9
11 Image	12	13 Video Clip: Rant	14	15 Podcast Release	FULL EPISODE ON BUZZSPROUT/YOUTUBE
18 Video: Mashup	19	20 Video Clip: Key Point	21	22 GIFS	23
25 Quote Card	26	27 Video Clip: Key Point	28	29 Video Clip: Bloop Reel	30



# FMO MEDIA

## PODCAST EQUIPMENT/FILMING GUIDE

### RECORDING APPS

- **FERRITE RECORDING STUDIO (FREE APP):** IDEAL FOR RECORDING AUDIO.
- **GARAGEBAND (MAC) / AUDACITY (PC):** SIMPLE AND EFFECTIVE AUDIO EDITING TOOLS.

### LOW-TIER EQUIPMENT

- **CAMERA:**
  - **USE YOUR SMARTPHONE**
- **TRIPOD:**
  - **DETACHABLE WIRELESS TRIPOD**
  - **EXTENDABLE SENSYNE TRIPOD**
- **MICROPHONES:**
  - **FIFINE USB MICROPHONE**
- **LIGHTING:**
  - **MOUNTDog LIGHT KIT**

### MID-TIER EQUIPMENT

- **MICROPHONES:**
  - **SAMSON Q9U MICROPHONE WITH BOOM ARM**
  - **SHURE MV7 MICROPHONE**
- **MIXERS:**
  - **RODE CASTER DUO MIXER**
- **LIGHTING:**
  - **GODOX SL-60W LED VIDEO LIGHT**

### HIGH-TIER EQUIPMENT

- **MICROPHONES:**
  - **HEIL SOUND PR40 STUDIO MICROPHONE**
- **CAMERAS:**
  - **SONY A6700 MIRRORLESS CAMERA**
- **LENSES:**
  - **SIGMA 16MM F/1.4 LENS**
  - **TAMRON 17-70MM F/2.8 LENS**
- **ADDITIONAL EQUIPMENT:**
  - **RØDE X STREAMER X INTERFACE**



- **PRIORITIZE CLEAR AUDIO WITH A QUALITY MICROPHONE.**
- **USE CONSISTENT LIGHTING FOR PROFESSIONAL VISUALS.**
- **START WITH YOUR BUDGET-FRIENDLY OPTIONS AND UPGRADE AS NEEDED.**



# FMO MEDIA

## INSTANT SOCIAL MEMBERSHIPS

INSTANT SOCIAL IS A CONTENT CREATION PLATFORM DESIGNED FOR PROFESSIONALS TO STREAMLINE THEIR SOCIAL MEDIA MARKETING EFFORTS. THE PLATFORM OFFERS MONTHLY CONTENT CALENDARS, ENGAGING CAPTIONS, AND CUSTOMIZABLE GRAPHICS TO HELP USERS STAND OUT AND ENGAGE WITH THEIR AUDIENCE.



### MONTHLY CONTENT CALENDARS:

EACH MONTH, YOU'LL RECEIVE A READY-TO-USE CONTENT CALENDAR WITH POST IDEAS, TEMPLATES, AND ENGAGEMENT TIPS TO KEEP YOUR SOCIAL MEDIA PRESENCE ACTIVE AND RELEVANT WITHOUT THE STRESS OF LAST-MINUTE PLANNING.



### CUSTOM GRAPHIC REQUESTS:

YOU CAN SUBMIT CUSTOM GRAPHIC REQUESTS TAILORED TO YOUR SPECIFIC NEEDS. PROVIDE THE NECESSARY DETAILS, AND WE WILL DESIGN AND DELIVER THE GRAPHICS STRAIGHT TO YOUR EMAIL, MAKING THE PROCESS QUICK AND HASSLE-FREE



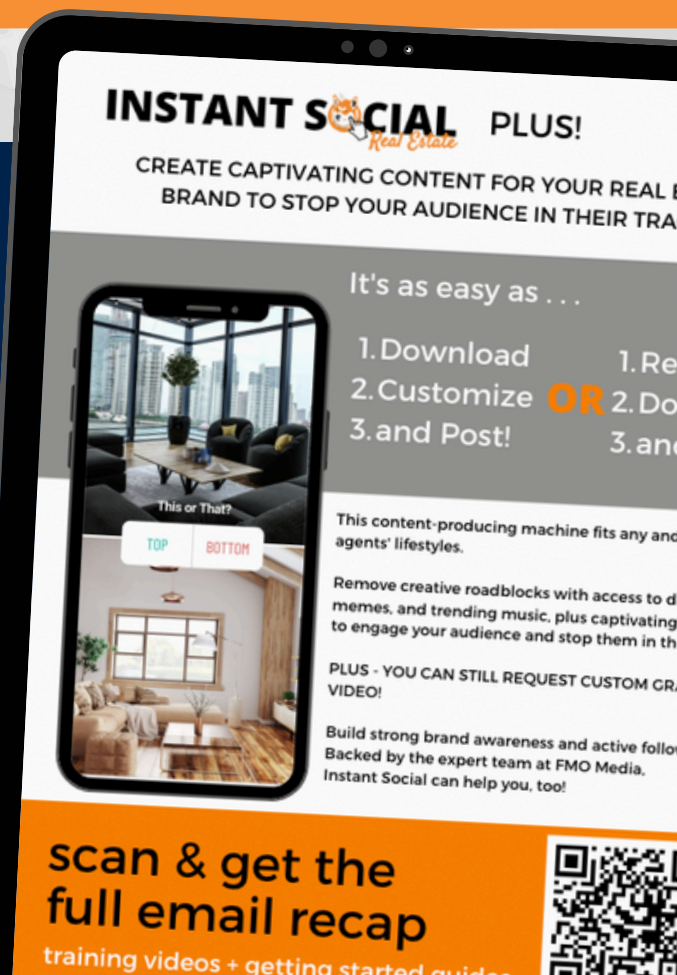
### HOW TO GET STARTED:

SEND THE EMAILS AND NAMES OF ALL THE AGENTS WHO WILL BE USING THE PLATFORM.

WITHIN 1 WEEK, ALL AGENTS WILL BE ADDED AND READY TO USE!



INSTANT SOCIAL IS ALSO AVAILABLE AS A CUSTOMIZABLE SITE FOR MANY DIFFERENT INDUSTRIES AND WE ALSO HAVE DIFFERENT LEVELS OF OFFERINGS FOR INSTANT SOCIAL. IF YOU HAVEN'T SIGNED UP AND ARE INTERESTED IN LEARNING MORE- LET US KNOW AND WE'LL REACH OUT WITH MORE INFO ON WHETHER ADDING INSTANT SOCIAL IS RIGHT FOR YOU.





# FMO MEDIA

## SOCIAL MEDIA ENGAGEMENT GUIDE

### KEY PRINCIPLES FOR ENGAGEMENT

#### Be Personable and Authentic:

- Use a conversational tone to show there's a real person behind the account.
- Respond to comments and messages promptly to make your audience feel valued.

#### Prompt Responses:

- Ask questions like "What are your thoughts?" or "Have you had a similar experience?" to encourage interaction.

#### Tailor Your Replies:

- Match your tone to the platform:
  - TikTok: Casual and fun.
  - LinkedIn: Professional and informative.

### CONTENT INTERACTION TIPS

#### Like and Share Content:

- Support creators by engaging with relevant posts.
- Add personal commentary when sharing content to reflect your perspective.

#### Utilize Platform Features:

- Instagram: Use Stories, and Reels.
- TikTok: Use Duets and Stitches to interact with content.
- Facebook: Participate in groups and discussions.
- YouTube: Engage quickly with comments, and pin a key comment to spark conversation.
- LinkedIn: Write articles, join discussions, and showcase your expertise.

#### Cross-Promote Smartly:

- Share content across platforms while tailoring the message to each audience.

### BEST PRACTICES FOR AUTHENTIC ENGAGEMENT

#### Be Consistent:

- Regularly post and engage to build trust and visibility.

#### Leverage Negative Feedback:

- Use critiques as a springboard to create more content and address feedback head-on.

#### Show Personality:

- Emojis and casual language can make your brand relatable (used appropriately).

### HANDLING NEGATIVE COMMENTS

#### Assess the Comment:

- Constructive criticism: Address thoughtfully and use it as an opportunity for growth.
- Customer frustration: Acknowledge, empathize, and resolve privately.

#### Respond Publicly but Resolve Privately:

- Show empathy and professionalism to turn critics into supporters.

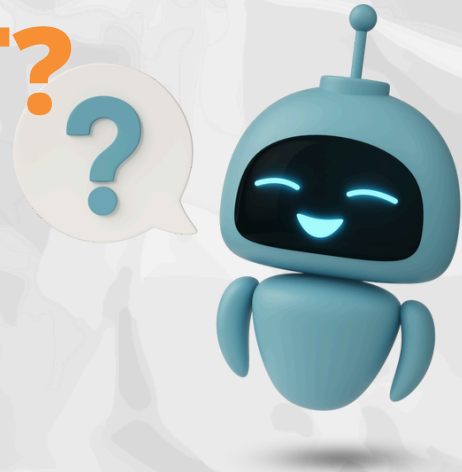
#### Set Boundaries:

- Remove malicious, offensive, or spam content to maintain a respectful space.
- Refer to a clear comment policy when taking action.

# What is ChatGPT?

ChatGPT is a cutting-edge AI tool designed to generate accurate and relevant content in real-time. With its advanced machine learning capabilities, it can help create:

- Social media captions
- Instagram bios
- Ad copy
- Blog topics
- Product descriptions



# Using ChatGPT for Social Media

- **Generate Bios:**
  - Prompt: "Write an Instagram bio for a [business type] targeting [audience], with a mission to [goal] in a [tone] voice under 150 characters."
    - *Example: "Helping Texans find dream homes, Texan-style! 🏠 ✨ No bull, just great service. #TexasRealEstate"*
- **Write Captions:**
  - Prompt: "Write an Instagram caption for [type of content] in a [tone] voice."
    - *Example: "A picturesque home by the lake—where architecture meets serenity. 🌊 #DreamHome #LakeLife"*
- **Create Posts:**
  - Prompt: "Write a post about [benefit of your service] in a persuasive voice."
    - *Example: "Discover how our innovative approach brings lasting results. Join us in redefining success. #Leadership #Innovation"*



- **Be Specific:** Provide clear details about your tone, audience, and goals.
- **Iterate:** Review and refine responses to ensure alignment with your brand.
- **Experiment:** Use ChatGPT to brainstorm, not just for finalized content.

# FMO MEDIA

## CONTENT IDEAS FOR BUSINESS OWNERS

BUSINESS STORYTELLING	COMMUNITY ENGAGEMENT	EDUCATION AND EXPERTISE
<ul style="list-style-type: none"><li>• Share your journey.</li><li>• Post about your biggest business regret.</li><li>• Discuss lessons learned from a project setback.</li><li>• Highlight your business achievements.</li><li>• Share your business evolution.</li><li>• Post a “Day in the Office” video.</li><li>• Reflect on an industry challenge you overcame.</li><li>• Share your favorite customer story.</li><li>• Post a motivational quote from your CEO.</li><li>• Talk about your goal-setting strategy.</li><li>• Post about how your values guide your business.</li><li>• Discuss your worst customer service experience and what you learned.</li></ul>	<ul style="list-style-type: none"><li>• Feature a “Client of the Month.”</li><li>• Share a client success story.</li><li>• Create an AMA (Ask Me Anything) with your team.</li><li>• Ask followers, “How did you find us?”</li><li>• Run a poll: “Which do you prefer—Product A or B?”</li><li>• Host a “Caption This...” challenge with a fun photo.</li><li>• Highlight a charity or cause your business supports.</li><li>• Celebrate follower milestones.</li><li>• Post a Q&amp;A video.</li><li>• Create a live office tour.</li><li>• Conduct a live interview with a team member.</li><li>• Post about a national holiday relevant to your audience.</li></ul>	<ul style="list-style-type: none"><li>• Share common industry mistakes.</li><li>• Create a “Tuesday Tip” post.</li><li>• Post about industry news or trends.</li><li>• Highlight useful tools or resources in your industry.</li><li>• Offer advice for entrepreneurs.</li><li>• Share a “How-To” video for your product or service.</li><li>• Create an infographic with key industry statistics.</li><li>• Highlight the top 5 essential tools for your work.</li><li>• Share a productivity tip for remote work.</li><li>• Post a healthy working tip for your team.</li><li>• Discuss your industry’s evolution over time.</li><li>• Share a recent case study.</li></ul>
PROMOTIONAL CONTENT		FUN AND RELATABLE POSTS
<ul style="list-style-type: none"><li>• Announce an exclusive discount for followers.</li><li>• Share a sneak peek of upcoming products.</li><li>• Post a product spotlight or comparison.</li><li>• Highlight seasonal sales or product features.</li><li>• Announce a flash sale.</li><li>• Share a freebie or a checklist related to your service.</li><li>• Post a time-limited offer.</li><li>• Highlight your newsletter and invite sign-ups.</li><li>• Share a video montage of your services.</li><li>• Conduct a giveaway or contest.</li><li>• Post testimonials or customer feedback.</li><li>• Celebrate a business milestone (e.g., years in operation).</li></ul>		<ul style="list-style-type: none"><li>• Post a funny industry-related meme.</li><li>• Share your team’s favorite emoji.</li><li>• Host a “Fun Friday Quiz.”</li><li>• Discuss your team’s weekend plans.</li><li>• Post a boomerang of office fun.</li><li>• Share a light-hearted office question, like “Coffee or Tea?”</li><li>• Post about your team’s favorite holiday destination.</li><li>• Share a funny or lighthearted quote.</li><li>• Post an inspirational or humorous Throwback Thursday.</li><li>• Highlight a fun GIF related to your work.</li><li>• Share a “Motivational Monday” post with a twist.</li><li>• Post a fun fact about your team or industry.</li></ul>



# FMO MEDIA

## CONTENT IDEAS FOR BUSINESS OWNERS

### TEAM AND CULTURE

- Introduce your team members.
- Highlight a charity or cause your business supports.
- Post about your team's favorite online resources.
- Share a day-in-the-life video from an employee.
- Celebrate your team's achievements.
- Post an "Employee Takeover" story or live stream.
- Share your workspace setup.
- Post a video tour of your office.
- Highlight your company's core values with a visual post.
- Celebrate your team's creativity or a collaborative effort.
- Share your team's favorite books or podcasts.
- Post about how your team sets and achieves goals.

### ADDITIONAL PROMPTS ACROSS CATEGORIES

- Share breaking industry news.
- Post a "Quote of the Day."
- Highlight an influencer who inspires your team.
- Share a checklist for your service.
- Announce upcoming events.
- Ask your audience for product feedback.
- Post a seasonal product highlight.
- Share your team's morning routine.
- Feature your business's self-care tips.
- Post about a time management hack.
- Share fun or surprising industry statistics.
- Spotlight a partner or supplier.
- Post about your worst professional mistake (with humor or lessons).

### CREATIVE POSTS FOR SPECIFIC PLATFORMS

- Introduce your team members.
- Highlight a charity or cause your business supports.
- Post about your team's favorite online resources.
- Share a day-in-the-life video from an employee.
- Celebrate your team's achievements.
- Post an "Employee Takeover" story or live stream.
- Share your workspace setup.
- Post a video tour of your office.
- Highlight your company's core values with a visual post.
- Celebrate your team's creativity or a collaborative effort.
- Share your team's favorite books or podcasts.
- Post about how your team sets and achieves goals.

### INTERACTIVE AND MISCELLANEOUS IDEAS

- Post about your favorite customer story.
- Highlight your top fan with a shoutout.
- Share an exclusive discount for followers only.
- Ask a question about your industry: "What's the future of [your field]?"
- Create a poll asking what kind of content your audience wants to see next.
- Share feedback on how your followers inspired your latest product.

- **PRIORITIZE CLEAR AUDIO WITH A QUALITY MICROPHONE.**
- **USE CONSISTENT LIGHTING FOR PROFESSIONAL VISUALS.**
- **START WITH YOUR BUDGET-FRIENDLY OPTIONS AND UPGRADE AS NEEDED.**



# FMO MEDIA

## 1 HOUR CONTENT CHALLENGE

### GUIDELINES

- **PLAN IT:** GRAB A DAILY PROMPT FROM YOUR CONTENT THEMES. WE'VE GOT 30 IDEAS READY—JUST PICK ONE!
- **RECORD IT:** SPEND 1 HOUR RECORDING UP TO 30 VIDEOS. KEEP EACH ONE UNDER 1 MINUTE AND FULL OF ENERGY! END WITH A CALL TO ACTION (ASK A QUESTION, TELL VIEWERS TO LIKE/SHARE, OR CLICK YOUR BIO LINK).
- **SHARE IT:** DROP YOUR VIDEOS INTO YOUR SHARED GOOGLE DRIVE FOLDER. PING US ON WHATSAPP TO SAY, "I'M DONE—READY FOR EDITING!"
- **WE EDIT IT:** WE'LL MAKE YOUR VIDEOS LOOK AMAZING AND SEND THEM BACK FOR YOUR QUICK THUMBS-UP.
- **WE POST IT:** ONCE APPROVED, WE'LL HANDLE POSTING FOR YOU ON INSTAGRAM, TIKTOK, OR WHEREVER YOUR AUDIENCE IS!
- **ENGAGE IT:** CHAT WITH YOUR AUDIENCE IN THE COMMENTS TO KEEP THE FUN GOING!

### 30 DAY CHALLENGE

- **Day 1: Introduce Yourself:** Start the challenge by sharing who you are, what you do, and what followers can expect from your 30-day challenge.
- **Day 2: Share Your Vision:** Talk about your vision, your brand's mission, and how it makes a difference.
- **Day 3: Behind the Scenes:** Provide a sneak peek of your workspace or a behind-the-scenes look at a day in your life.
- **Day 4: A Success Story:** Share a client success story or a personal achievement related to your field.
- **Day 5: Industry News:** Talk about a recent development in your industry and share your perspective.
- **Day 6: FAQ:** Answer a frequently asked question you receive in your line of work.
- **Day 7: Your Favorite Tool:** Share a tool or resource that helps you in your work and explain why it's beneficial.
- **Day 8: Inspirational Story:** Share a personal story or an inspiring anecdote related to your field.
- **Day 9: Tips & Tricks:** Provide a useful tip or hack related to your niche.
- **Day 10: Myth Busting:** Debunk a common myth in your industry.
- **Day 11: How You Started:** Share your journey - how you got started and where you are now.
- **Day 12: A Challenge You Overcame:** Talk about a difficulty you've faced in your work and how you overcame it.
- **Day 13: A Day in Your Life:** Share highlights from your typical workday.
- **Day 14: Collaborations:** Talk about a project where you collaborated with others.
- **Day 15: Future Plans:** Share something exciting that's coming up in your business.
- **Day 16: Showcase a Product or Service:** Talk about one of your products or services, explaining its features, benefits, and who it's best suited for.
- **Day 17: Share a Hack:** Share a useful tip or trick that will help your audience in some way.
- **Day 18: Talk About a Book or Article:** Discuss a book or article you recently read that is related to your niche. Share key takeaways and how it applies to your work or life.
- **Day 19: Promote a Colleague or Collaborator:** Highlight someone in your industry who you admire or have worked with. Explain what they do and why your followers should check them out.
- **Day 20: Your Take on a Trend:** Share your thoughts on a current trend in your industry.
- **Day 21: Answer a Question:** Respond to a question or comment from one of your followers. If they're asking, chances are others are wondering the same thing.
- **Day 22: Share a Personal Anecdote:** Tell a story from your personal life that has a lesson applicable to your audience.
- **Day 23: Client Testimonial:** Share a testimonial or positive feedback you've received from a client or customer.
- **Day 24: Discuss a Challenge:** Discuss a challenge commonly faced in your industry and offer your solutions or ways to overcome it.
- **Day 25: Talk About an Industry Event:** Share your thoughts, insights, or experiences from a recent industry event you attended.
- **Day 26: Ask for Audience Input:** Engage your followers by asking for their input on something. It could be feedback on a product, topic ideas for future posts, or their opinion on an industry-related question.
- **Day 27: Personal Achievements:** Share a milestone or achievement in your personal or professional life.
- **Day 28: Shoutout a Follower:** Pick a follower and give them a shoutout. This could be someone who often engages with your content or a follower who has a unique story to share.
- **Day 29: Preview of What's to Come:** Give your audience a sneak peek into something you're working on, such as a new product or upcoming project.
- **Day 30: Recap and Thank You:** Express your gratitude for your followers' engagement. Ask them what they'd like to see next from your content.

# FMO MEDIA

## BATCHING CONTENT

why?

**SAVES TIME AND KEEPS YOUR POSTING SCHEDULE CONSISTENT. REPURPOSE OLD CONTENT INTO ENGAGING VIDEOS. AIM FOR 80% VALUE-DRIVEN CONTENT AND 20% PROMOTIONAL.**

01



### *Plan Your Content*

**GENERATE IDEAS:** USE YOUR CONTENT STRATEGY, PILLARS, AND TRENDING TOPICS FOR INSPIRATION.  
**CREATE HOOKS:** WRITE ENGAGING INTROS TO GRAB ATTENTION.  
**LIST 30+ PROMPTS:** DOUBLE YOUR CONTENT BY RECORDING EACH WITH TWO HOOKS OR CALLS TO ACTION.  
**PRO TIP:** PREPARE NOTES OR SCRIPTS TO STAY ORGANIZED.

02



### *Prep Your Locations*

CHOOSE SPACES THAT **ALIGN WITH YOUR BRAND** (E.G., OFFICE, OUTDOORS, CAR).  
BRING **OUTFIT CHANGES** FOR VARIETY.  
**SET THE SCENE:**

- REMOVE DISTRACTIONS.
- ADD PERSONALITY WITH PROPS LIKE BOOKS OR PLANTS.

03



### *Get Your Gear Ready*

**ESSENTIALS:**

- IPHONE/ANDROID, TRIPOD, RING LIGHT, EARBUDS FOR BETTER AUDIO

**SET UP:**

- FILM VERTICALLY (9X MORE ENGAGEMENT THAN HORIZONTAL).
- POSITION THE CAMERA SLIGHTLY ABOVE EYE LEVEL, POINTING DOWN.

04



### *Film Like a Pro*

**CHECK YOUR SURROUNDINGS:**

- QUIET LOCATION.
- GOOD LIGHTING (STAND FACING A WINDOW).

**REHEARSE:** PRACTICE YOUR SCRIPT BEFORE FILMING.  
**RECORD:** STICK TO YOUR PROMPTS AND KEEP THE ENERGY HIGH.  
**REVIEW QUICKLY:** CHECK CLIPS FOR QUALITY, BUT DON'T GET STUCK ON PERFECTION.

05



### *Share with Us!*

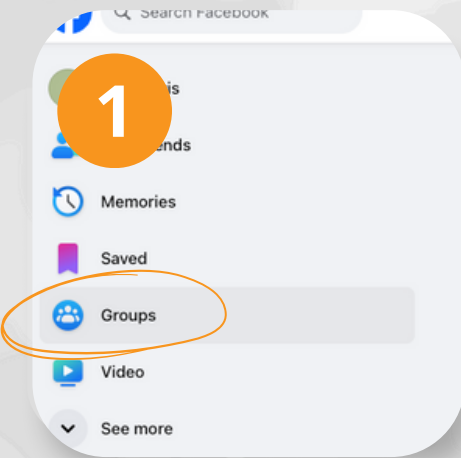
UPLOAD YOUR VIDEOS TO THE **SHARED GOOGLE DRIVE FOLDER**.  
**NOTIFY US VIA WHATSAPP** WHEN YOUR VIDEOS ARE READY.  
**WE WILL HANDLE POST-PRODUCTION:**

- POLISHED EDITS WITH TRANSITIONS, EFFECTS, AND MUSIC.
- VIDEOS RETURNED FOR APPROVAL.

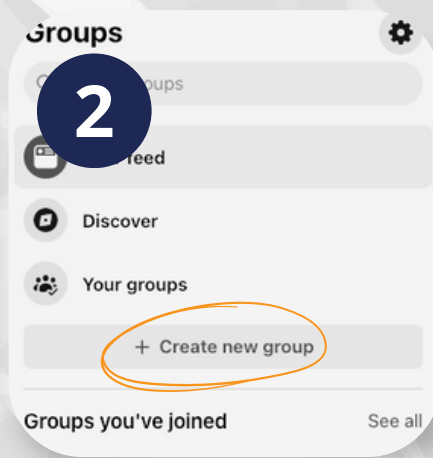


# FMO MEDIA

## HOW TO CREATE A FACEBOOK GROUP



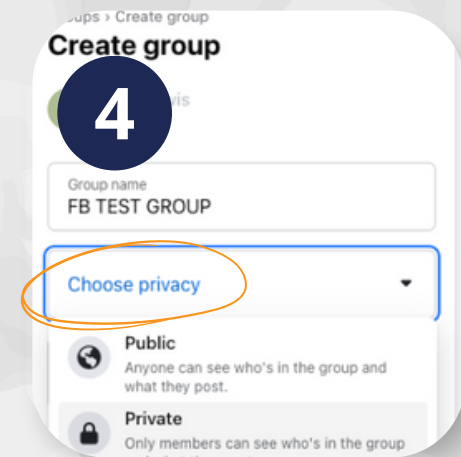
From your Facebook feed, click **Groups** in the left menu. Can't see it? Click See More to locate it.



Click the option to "**Create new group**".

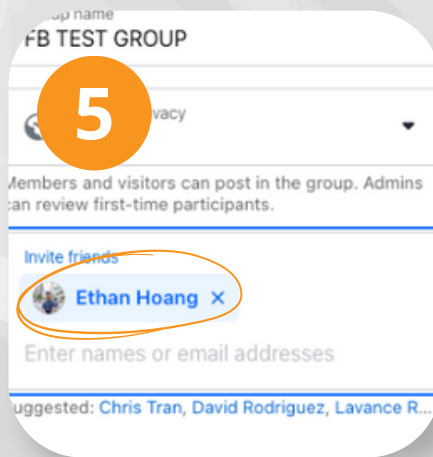


Choose a **clear, engaging name** that aligns with your community's purpose.

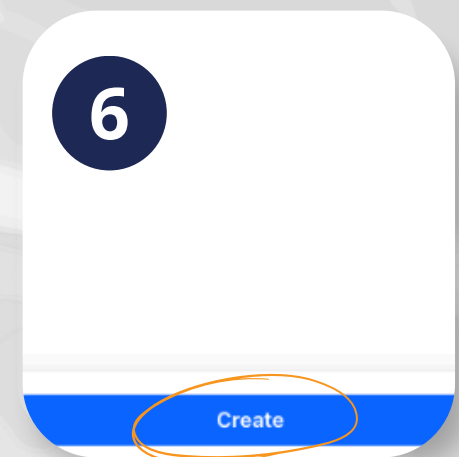


### Set Privacy Options

- **Public:** Anyone can find and join.
- **Private:** Only invited members can see content.
  - If private, decide whether the group will be visible (searchable) or hidden.



Invite your audience by adding their names or email addresses.



Click **Create** to launch your group.

### Personalize it:

- Upload a cover photo.
- Add a description summarizing your group's purpose.



- **Transparency:** Group admins should disclose any business affiliations in the description and make updates as necessary.
- **Announcements:** Share important updates or changes via pinned posts or announcements.



# FMO MEDIA

## TIKTOK BUSINESS REGISTRATION GUIDE



### MAKE YOUR TIKTOK A BUSINESS ACCOUNT

- OPEN TIKTOK AND NAVIGATE TO YOUR PROFILE PAGE.
- CLICK THE THREE LINES IN THE TOP-RIGHT CORNER.
- SELECT "SETTINGS & PRIVACY" FROM THE MENU.
- SCROLL TO AND CLICK ON "ACCOUNT".
- SWITCH TO BUSINESS ACCOUNT
- CHOOSE "SWITCH TO BUSINESS ACCOUNT" FROM THE OPTIONS.
- REVIEW BUSINESS INSIGHTS
- LEARN ABOUT THE BENEFITS OF A BUSINESS ACCOUNT.
- CLICK "NEXT" TO PROCEED.
- SELECT YOUR BUSINESS CATEGORY
- CHOOSE A CATEGORY THAT BEST REPRESENTS YOUR BUSINESS.
- SWIPE UP FOR MORE CATEGORY OPTIONS.
- ENTER YOUR EMAIL ADDRESS
- PROVIDE YOUR PREFERRED EMAIL FOR ACCOUNT VERIFICATION.
- ALTERNATIVELY, SKIP THIS STEP IF ALREADY COMPLETED.
- BUSINESS PROFILE CONFIRMATION
- YOUR PROFILE IS NOW SWITCHED TO A BUSINESS ACCOUNT.



### REGISTER YOUR BUSINESS

- TAP "MENU" > "BUSINESS SUITE" > "BUSINESS REGISTRATION" > "REGISTER."
- COMPLETE BUSINESS REGISTRATION
- FILL IN YOUR BUSINESS INFORMATION ACCORDING TO OFFICIAL DOCUMENTS.
- UPLOAD SUPPORTING DOCUMENTS LIKE YOUR EIN OR OTHER RELEVANT BUSINESS PAPERWORK.

### IMPORTANT NOTES

- APPROVAL MAY TAKE 1-6 WEEKS.
- ONCE APPROVED, UPDATE YOUR PROFILE WITH CLICKABLE DETAILS: WEBSITE, BUSINESS NUMBER, AND EMAIL.

# FMO MEDIA

## FINDING YOUR NICHE

THE KEY TO GROWING YOUR ACCOUNTS IS TO FOCUS ON A SINGULAR TOPIC OR "NICHE." A NICHE HELPS YOU STAND OUT, BECOME KNOWN FOR SOMETHING SPECIFIC, AND ESTABLISH CREDIBILITY.

## WHY HAVING A NICHE IS IMPORTANT

- Helps you know what content to post.
- Clarifies why people follow you and what they can expect.
- Makes it easier to find and connect with your target audience.

## HOW TO DEFINE YOUR NICHE

- Pick One Thing: Start with a specific topic or theme that aligns with your goals and interests.
- Be Flexible: Your niche can evolve over time, but you must start somewhere.
  - **PRO TIP:** *There's no such thing as a perfect niche. Be patient, stay consistent, and give it time to work.*

*I help —(specific group)—  
solve —(specific problem)—.*

## HOW TO TEST YOUR NICHE

- List your industry:
  - \_\_\_\_\_
- List your category:
  - \_\_\_\_\_
- Create a list of your specific expertise, interests, passions, and focuses:
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_

**YOU'RE OFF TO A GREAT START! NOW BEGIN CREATING CONTENT FOCUSED ON YOUR NICHE TO REACH NEW AUDIENCES. TEST OUT YOUR NICHE FOR AT LEAST 30 DAYS AND DON'T BE AFRAID TO HAVE FUN AND EXPERIMENT!**

# FAQS



MARKETING

## HOW DO WE GET STARTED, AND WHAT IS THE LAUNCH PROCESS?

WE GET STARTED THE MOMENT YOU SIGN UP FOR A PROGRAM WITH US! YOU'LL RECEIVE AN EMAIL WITH A VIDEO WELCOME AND YOUR GETTING STARTED GUIDE. WE SHARE IN ADVANCE WHAT YOU CAN EXPECT DURING YOUR LAUNCH AND STRATEGY REVIEW CALLS WITH US, AND YOU CAN ALWAYS REFER BACK TO YOUR CLIENT TIMELINE AND JOURNEY TO KNOW WHERE YOU ARE IN THE PROGRAM WITH OUR TEAM.

## WHAT IS MY STRATEGY, AND WHEN WILL IT START?

WE START WORKING ON YOUR STRATEGY WHEN YOU FIRST SIGN UP FOR OUR PROGRAM! YOUR STRATEGY IS TAILORED TO YOU AND YOUR BRAND; HOWEVER, THERE ARE BEST PRACTICES TO KEEP IN MIND, TOO. IF YOU'RE LOOKING FOR A HANDS-ON EXPERIENCE WITH OUR TEAM, WE HIGHLY ENCOURAGE YOU TO [JOIN US REGULARLY FOR OUR STRATEGY WEBINARS](#), DURING WHICH WE OUTLINE SEPARATE STRATEGIES SUCH AS PAID MEDIA, PODCAST, LINKEDIN NEWSLETTERS, AND SOCIAL MEDIA SO YOU CAN STAY IN THE KNOW.

IF YOU NEED TO TAKE A HANDS-OFF APPROACH AND TRUST US WITH OUR EXPERTISE, WE UNDERSTAND! YOU WILL STILL ALWAYS HAVE ACCESS TO YOUR MARKETING PLAN, TIMELINE, AND CONTENT CALENDARS IN YOUR CLIENT FOLDER, WHERE WE HOUSE YOUR MATERIALS FOR REVIEW.

## HOW MANY ZOOM CALLS WILL WE REGULARLY HAVE WITH OUR ACCOUNT MANAGER?

AFTER YOUR LAUNCH AND STRATEGY CALL SERIES, WE WILL START A 2 WEEK CHECK-IN CALL TO MAKE SURE YOUR SOCIAL MEDIA AND CONTENT STRATEGY IS OFF TO A GREAT START. THEN BY YOUR Q1 WE'LL INCORPORATE QUARTERLY MEETINGS FOR CHECK-INS ON PRIORITIES, CONTENT, REVIEW, AND AN UPDATE ON TACTICS AT THE START OF YOUR THIRD MONTH WITH US. YOU'LL ALSO RECEIVE A FILM AGENDA REVIEW CALL WITH OUR PRODUCTION TEAM LEAD IN PREPARATION FOR YOUR FIRST FILM SHOOT.

## HOW CAN WE BEST COLLABORATE TOGETHER?

COMMUNICATION IS KEY! WE ALWAYS SAY THERE IS NO SUCH THING AS MISCOMMUNICATION, ONLY A LACK OF COMMUNICATION. WE'LL USE WHATSAPP TO COMMUNICATE REGULAR WEEKLY UPDATES, REQUESTS, AND FEEDBACK.

THE REASON WE USE WHATSAPP IS SO THAT OUR CLIENTS HAVE INSTANT ACCESS TO THEIR CHAT 24/7. IT'S ACTUALLY A HUGE DIFFERENTIATOR THAT HAS EXPANDED OUR BUSINESS AND IMPROVED COMMUNICATION.

AND YOU'LL HAVE ACCESS TO YOUR ACCOUNT MANAGER, WHO IS THE LIAISON FOR THE FULL DIGITAL MARKETING TEAM THAT SUPPORTS YOUR MARKETING PLAN AND STRATEGY. YOUR ACCOUNT MANAGER MEETS WITH YOU REGULARLY AND OUR TEAM INTERNALLY TO KEEP YOUR SERVICES MOVING FORWARD AND COMMUNICATE YOUR NEEDS.

## WHAT ARE YOUR WORKING HOURS?

OUR TEAM IS AVAILABLE AT THEIR DESKS MONDAY THROUGH FRIDAY FROM 9 AM TO 5 PM EST. YOU CAN REACH OUT IN THE WHATSAPP CHAT OR VIA OUR TEAM EMAIL AT [HELLO@FMOMEDIA.COM](mailto:HELLO@FMOMEDIA.COM) AT ANY TIME, AND AVAILABLE TEAM MEMBERS WILL RESPOND BY THE NEXT BUSINESS DAY.

# FAQS



## CAN WE EMAIL BACK AND FORTH?

IF YOU NEED TO EMAIL OUR TEAM, YOU CAN REACH US AT [HELLO@FMOMEDIA.COM](mailto:HELLO@FMOMEDIA.COM). IF EMAIL IS BEST, WE'D BE HAPPY TO ACCOMMODATE YOU IN THOSE ASPECTS, BUT WE CANNOT GUARANTEE THAT SAME LEVEL OF ACCESS TO THE TEAM AS WE, TOO, RECEIVE HUNDREDS OF EMAILS DAILY. THE GOAL IS TO GIVE OUR CLIENTS A MORE PERSONALIZED APPROACH VIA WHATSAPP CHAT.

THERE ARE A FEW WAYS WE CAN SHARE MATERIALS/FILES/ETC, IN ADDITION TO WHATSAPP, INCLUDING; GOOGLE DRIVE AND DROPBOX.

## HOW CAN I SEND THE TEAM CONTENT?

YOU CAN SEND US CONTENT IN THE WHATSAPP CHAT, VIA OUR TEAM EMAIL: [HELLO@FMOMEDIA.COM](mailto:HELLO@FMOMEDIA.COM), OR VIA A SHARED GDRIVE OR DROPBOX FOLDER. PLEASE NOTE THAT VIDEOS SHARED ON WHATSAPP DO HAVE A TENDENCY TO COMPRESS SO DOWNLOAD QUALITY MIGHT SUFFER. WE HIGHLY ENCOURAGE YOU TO UPLOAD YOUR VIDEOS TO YOUR SHARED CLIENT FOLDER.

## HOW MANY TIMES A WEEK DO YOU POST?

WE POST 3-5X WEEKLY TO BUILD A CONSISTENT SCHEDULE ON YOUR PLATFORMS AND SCHEDULE OUT YOUR CONTENT BETWEEN 2-4 WEEKS IN ADVANCE. THIS ALLOWS US TO THINK BIG PICTURES AND ALSO EASILY CREATE IMPROMPTU POSTS AND STORIES.

PLEASE NOTE THAT SCHEDULING BEST PRACTICES ARE SUBJECT TO CHANGE BASED ON THE SOCIAL MEDIA PLATFORMS AND THEIR OWN CHANGES TO THE TECHNOLOGY. WE WILL ALWAYS UPDATE YOU WHEN WE NEED TO TWEAK THE STRATEGY WITH REGARD TO POSTING.

## WHAT IS YOUR POSTING TIMEFRAME FOR IMPROMPTU REQUESTS?

IMPROMPTU REQUESTS ARE REQUESTS THAT ARE TIME-SENSITIVE AND WILL EXPIRE. WE TRY TO POST ASAP, BUT A GENERAL TURNAROUND TIME IS 1 - 2 BUSINESS DAYS IN ORDER FOR OUR INTERNAL TEAM TO CREATE THE CONTENT AND POST IT TO ALL YOUR PLATFORMS. WE AIM TO COMPLETE THEM SOONER, BUT WE DON'T WANT TO RUSH- THAT'S HOW MISTAKES HAPPEN!

FOR OUR REAL ESTATE CLIENTS, WE AIM TO HAVE NEW LISTINGS POSTED WITHIN 1 BUSINESS DAY TO ACCOMMODATE A QUICK TURNAROUND TIME.

## WILL I BE ABLE TO PREVIEW CONTENT BEFORE IT POSTS?

AFTER WE ESTABLISH BRANDING AND AESTHETICS, WE DO NOT TYPICALLY SEND THE PREVIEW, BUT WE CAN SHARE A CONTENT CALENDAR WITH YOU ON OUR CHECK-IN CALLS SO YOU KNOW WHAT WE ARE POSTING IN ADVANCE.

## HOW CAN I BEST SEND YOU FEEDBACK ON CONTENT?

YOU CAN USE YOUR WHATSAPP CHAT OR ZOOM CHECK-IN CALLS, OR WE CAN SET UP PHONE CALLS.



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## HOW DO YOU HANDLE TYPOS AND GRAMMATICAL ERRORS?

- TYPOS
- GRAMMATICAL ERRORS
- WRONG/POST/CONTENT
- MISINFORMATION

WE KNOW THEY CAN BE FRUSTRATING TO FIND IN YOUR CONTENT. THAT'S WHY WE DO HAVE A PROCESS TO AVOID THEM & AND WE CAN FIX THOSE RIGHT AWAY. WE PROOFREAD AND CHECK WITH GRAMMARLY AND SPELL CHECK AND THE GREAT THING IS THAT IT'S DIGITAL - NOT PRINT- SO WE CAN CORRECT MISTAKES! FOR ENGAGEMENT PURPOSES - DELETING A POST ACTUALLY HAS MORE OF A NEGATIVE IMPACT ON YOUR ACCOUNT VS. GRAMMATICAL ERRORS. IF IT'S MINOR, WE WILL USUALLY RECOMMEND NOT DELETING THE POST, BUT OF COURSE, AS PREVIOUSLY STATED, IF IT'S MORE IMPORTANT, THEN WE CAN ALWAYS EDIT AND REPOST.

## WHAT HAPPENS IF I GET A NEW ACCOUNT MANAGER OR TEAM LEAD?:

WE'D LOVE TO KEEP CONSISTENT WITH YOUR TEAM THROUGHOUT THE YEAR AND USUALLY THIS IS POSSIBLE BUT WE DO KNOW THAT VARIOUS SITUATIONS MIGHT ARISE INCLUDING; A TEAM LEAD GETS SICK FOR AN EXTENDED PERIOD, AN ACCOUNT MANAGER TAKES PATERNITY/MATERNITY LEAVE, A SUPPORTING ACCOUNT MANAGER RECEIVE A PROMOTION WITH NEW/DIFFERENT RESPONSIBILITIES OR THEY MOVE TO ANOTHER TE GO ON PATERNITY/MATERNITY LEAVE, THEY RECEIVE A PROMOTION WITH NEW/DIFFERENT RESPONSIBILITIES OR THEY MOVE TO ANOTHER TEAM.

IN ANY OF THOSE INSTANCES OR BEYOND, BECAUSE OF THE CAREFUL PLANNING, AGILITY OF OUR TEAM, AND SIMPLE SYSTEM THAT ALLOWS OUR TEAM ACCESS TO YOUR STRATEGY, MARKETING PLAN AND COMMUNICATION, WE LIKE TO ENSURE AS SMOOTH A TRANSITION POSSIBLE SO AS TO AVOID ANY DISRUPTION IN SERVICES, PERFORMANCE OR EXPERIENCE.

## HOW SOON WILL YOU START BRANDING AND POSTING?

ONCE YOUR STRATEGY IS APPROVED, WE'LL START BRANDING YOUR PLATFORMS - WITHIN 1-2 BUSINESS DAYS (PENDING ANY TECHNICAL ISSUES) AND POST YOUR FIRST PIECE OF CONTENT! THEN WE SCHEDULE YOUR FIRST TWO WEEKS OF CONTENT ACCORDING TO THE POSTING SCHEDULE SHARED IN YOUR MARKETING PLAN.

## I'M A REAL ESTATE AGENT, SHOULD WE POST EVERY LISTING AT EVERY STAGE ACROSS ALL OUR PLATFORMS?

OF COURSE, NEW LISTINGS AND OPEN HOUSES ARE A TOP PRIORITY, BUT CERTAIN PLATFORMS FAVOR SPECIFIC CONTENT THAT IS MORE GEARED TOWARD EDUCATION AND ENTERTAINMENT. SINCE THE PURPOSE OF CERTAIN SOCIALS IS TO RELATE WITH THE AUDIENCE THAT IS USING THEM, WE WANT TO CREATE A PRESENCE THAT WILL DRIVE PEOPLE TO YOUR WEBSITE & MLS. SOME GOOD ALTERNATIVES CAN BE TO POST A MONTHLY OR WEEKLY SUMMARY OF ALL THE HOUSES SOLD, POST IN STORIES, AND UTILIZE FACEBOOK EVENTS FOR OPEN HOUSES.

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MARKETING

## CAN I SEE THE CAPTIONS BEFORE YOU POST?

RATHER THAN POST/CAPTION APPROVAL, WE CREATE AND SCHEDULE CONTENT BASED ON THE STRATEGY APPROVAL FROM OUR STRATEGY REVIEW CALL AND CHECK-INS ON YOUR CONTENT NEEDS, IN ADDITION TO WHAT IS TRENDING. WE DO LIKE TO SHOW AND HAVE YOU REVIEW NEW TYPES OF GRAPHICS AND AESTHETIC REFRESHES IN ADDITION TO ANY LARGER DESIGN PROJECTS.

## WILL YOU BE POSTING TO MY PERSONAL PAGES?

OUR SCHEDULING PLATFORM WON'T ALLOW US TO CONNECT TO PERSONAL ACCOUNTS. THERE ARE ALSO SECURITY REASONS ASSOCIATED WITH US ATTEMPTING DAILY LOGINS TO YOUR PERSONAL ACCOUNTS WITH CONSEQUENCES THAT WOULD LOCK YOU OUT OF YOUR ACCOUNT AND PAGES.

WE ONLY POST TO BUSINESS PAGES SO WE CAN USE THE APPROPRIATE FEATURES, TRACK METRICS, AND HAVE THE OPPORTUNITY TO RUN PAID ADVERTISING, SHOULD YOU WISH TO INCORPORATE PAID MEDIA INTO YOUR STRATEGY.

## WHAT IS INCLUDED IN THE INSTANT SOCIAL ACCESS AND "QUARTERLY TRAINING"?

INSTANT SOCIAL IS FOR CLIENTS AND THEIR EMPLOYEES/TEAMS TO REQUEST SOCIAL MEDIA GRAPHICS TO HELP PROMOTE THEIR BUSINESS!

WE TAKE THE INFO THEY SEND US AND CREATE GRAPHICS FOR THEM TO POST TO THEIR SOCIAL MEDIA PAGES PERSONALLY!

### EXAMPLES OF REQUESTS FROM CLIENTS

- SOCIAL MEDIA BANNERS
- HOLIDAY POSTS
- NEW LISTINGS
- MORTGAGE LOAN INFO
- OPEN HOUSES
- CLOSINGS / UNDER CONTRACT/ JUST SOLD
- AWARDS
- AGENT 'FUN FACTS'
- TESTIMONIALS

WE ALSO OFFER TRAINING ON SOCIAL MEDIA AND CONTENT CREATION VIA ZOOM TO THE CLIENTS AS SUPPORT TO HELP LEVEL UP THEIR SOCIAL MEDIA EXPERIENCE! DEPENDING ON THE AMOUNT OF TRAINING YOU HAVE ACCESS TO IN YOUR PROGRAM, YOU AND YOUR TEAM CAN SIGN UP FOR ANY OF OUR MONTHLY ZOOM CALLS ON SOCIAL MEDIA AND CONTENT MARKETING STRATEGY.

## BILLING/CONTRACT QUESTIONS:

OUR TEAM MEMBERS ARE NOT PRIVY TO YOUR PERSONAL INFORMATION FOR SECURITY PURPOSES; PLEASE EMAIL [SUPPORT@FMOMEDIA.COM](mailto:SUPPORT@FMOMEDIA.COM) SHOULD YOU NEED TO UPDATE YOUR BILLING DETAILS OR HAVE QUESTIONS ABOUT YOUR SERVICE AGREEMENT.

# FAQS



**CREATIVE**

## WHAT TYPES OF CREATIVE CONTENT CAN I REQUEST?

- BANNERS
- BUSINESS SPOTLIGHTS
- HOLIDAY POSTS
- INSPIRATIONAL QUOTES
- MARKET UPDATES
- OPEN HOUSE GRAPHICS
- PROMO FLYERS
- REFERRAL POSTS
- REVIEWS
- STORIES
- TRENDING POSTS
- TESTIMONIALS, AND MORE.

## WHAT ARE YOUR TURNAROUND TIMES?

PLEASE NOTE THAT ALL TURNAROUND TIMES ARE APPROXIMATE. SHOULD ANYTHING BE DELAYED DUE TO TECHNICAL CHALLENGES, EMERGENCIES, OR HOLIDAY TIMEFRAMES, WE WILL UPDATE YOU IN ADVANCE.

### CREATIVE & CONTENT REQUESTS

PLEASE NOTE THAT OUR CREATIVE TEAM IS FOR DIGITAL AND SOCIAL MEDIA GRAPHICS ONLY. WE ARE UNABLE TO ACCOMMODATE PRINT MATERIALS.

IMPROMPTU SOCIAL MEDIA GRAPHIC REQUESTS: 1-2 BUSINESS DAYS\*

SHORT FORM VIDEO EDITS (REELS, TIK TOK, ETC): 3-5 BUSINESS DAYS\*

OTHER DIGITAL MEDIA DESIGNS (FACEBOOK COVER PHOTOS, YOUTUBE THUMBNAI LS, DIGITAL BUSINESS CARDS, DIGITAL FLYERS, ETC): 3-4 BUSINESS DAYS

### WEBSITE

LIGHT EDITS: 2-3 BUSINESS DAYS

HEAVY EDITS: 5- 7 DAYS

WEBSITE BUILDS: VARIES BUT APPROXIMATELY 8-12 WEEKS FOR A 5-PAGE MINIMUM WEBSITE

### PAID MEDIA

EVENT RESPONSE AD: 3-5 BUSINESS DAYS

BRAND AWARENESS/ENGAGEMENT ADS: 5-7 BUSINESS DAYS

GOOGLE/LEAD GENERATION ADS - 2-3 WEEKS

(TURNAROUND TIME ALLOWS FOR RESEARCH, CREATIVITY, AND APPROVAL)

### VIDEO EDITS

PODCAST EDITS: 3-5 BUSINESS DAYS

\*SHORT FORM VIDEO EDITS (REELS, TIK TOK, ETC): 2-3 BUSINESS DAYS



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## PRODUCTION

### WHEN IS OUR FILM SHOOT?

OUR TEAM WILL TYPICALLY REACH OUT TO BOOK A TIME FOR YOUR FILM DATE WITHIN THE FIRST MONTH OF YOUR SERVICES WITH US, DEPENDING ON THE VIDEO PACKAGE YOU SIGNED UP FOR WITH US.

**FIRST FILM SHOOT VIDEO EDITS:** 1-3 WEEKS (THIS IS DEPENDENT ON THE AMOUNT OF CONTENT WE RECEIVED ON THE FILM DAY AND INTERNAL ASPECTS OF PROCESSING THE FOOTAGE. THE VERTICAL CONTENT IS SHARED IT WITH OUR CREATIVE TEAM WITHIN TWO WEEKS TO START SCHEDULING AND POSTING.

### WHAT'S THE BEST LOCATION FOR OUR FILM DATE?

WHEREVER YOU FEEL THE MOST COMFORTABLE IN YOUR OFFICE SETTING! WHILE OUTDOORS MIGHT BE AN OPTION FOR SOME TYPES OF CONTENT, WE DO ENCOURAGE A QUIET SETTING FOR SOUND AND ONE WITH AMPLE LIGHT FOR OUR VIDEOGRAPHERS TO WORK WITH SO YOU CAN LOOK AND SOUND YOUR BEST.