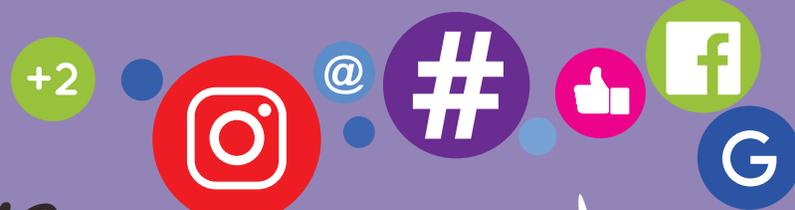


Social Media workshop



Prestige EDUCATE | INSPIRE
davines beauty + sustainability

This social media workshop tailored specifically for salons will provide in-depth information on developing their unique brand aesthetic on social and cover specific best practices for producing content (product, hair and sustainability), as well as how Davines chooses which posts to repost.

Attendees will receive a general advanced training on using social media to maximize the salon's reach and engagement, including basic social media advertising best practices. They'll get a birds-eye view of how and why their entire digital media "presence" can work to produce compounded results. This will encompass website tips, tracking mechanisms, analytic dissection and Google.

Attendees will also be given the precise roadmap and step-by-step implementation processes for: Facebook Business Manager, Facebook Tracking Pixel (Google Analytics tracking code as well), Business Instagram creation and linking to Facebook Business Manager, FB/IG Ad Account creation/setup, and an introduction to Custom/Lookalike Audiences and paid Facebook/Instagram Advertising. In-depth, hands-on Facebook/Instagram Advertising is then covered in the Marketing/Advertising Master Class.



Please bring a laptop or tablet (laptop preferred)

Charlotte

Sunday, 3/3/19 2pm to 5pm

Raleigh

Monday, 3/4/19 2pm to 5pm

Career Investment of \$50

Due to limited seating all ticket sales are final.

Please call your Prestige Salon Consultant or our Customer Care Team at 1-803-548-2220 to reserve your spot! Space is limited!!



Russ is a former b-list blogger extraordinaire, recovering attorney and new media junkie, a background that gives him unique perspective as president of Cote Media.

Proud beyond words to have been a part of the Davines family for over 5 years – managing social media for Davines North America and Davines Official – engaged at the World Wide Hair Tour in Paris, and

excited to travel the continent helping Davines salons take the next step in their social and digital media marketing.

A graduate of Seton Hall Law School via Penn State, Russ' passions include causing a ruckus, failing to keep up with his daughters, finding new notes in Grateful Dead songs, over-tasting whiskey and talking Davines.



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