



CREATIVE BRAINSTORMING

HOW CAN MY TEAM USE A CREATIVE BRAINSTORMING SESSION?:

Nothing gets our creative juices flowing more than a brainstorming session. The goal of our creative brainstorming session is to help get your team inspired to think outside the box. These sessions have been used in a wide array of ways from content ideation to strategy solutions. Here are some of our favorite sessions:

- We'll help brainstorm content ideas for an entire quarter
- Develop a shot list for an in-office photoshoot
- Copy ideas to introduce a new product
- Ad ideas and copy for a \$200k holiday campaign
- Develop ideas for a employee advocacy program
- Innovative ways to get market new construction brand
- Tagline brainstorming session
- Recruitment video ideation session with shot list, script ideas and execution plan
- MarTech stack - what softwares can we use to be more innovative and efficient

SAMPLE CREATIVE BRAINSTORMING AGENDA [1/2 DAY SESSION]:

- >> Introductions & Review of Today's Goal
- >> What's Working In [Topic: digital recruitment, Instagram stories, etc.] With Beth
- >> Creative Examples With Chatterkick Content Dev Lead
- >> Make A Plan Together
- >> Content Distribution With Kelsey Martin
- >> Next Steps // Question



SOCIAL MEDIA STRATEGY WORKSHOP

HOW IS A CREATIVE BRAINSTORMING SESSION DIFFERENT FROM THE SOCIAL MEDIA STRATEGY WORKSHOP?:

Two words: deep dive. Our creative brainstorming sessions are the perfect way to inject some energy into your existing strategy or content flow. A Social Media Strategy Workshop is a completely immersive digital consulting experience led by Chatterkick's senior leadership. We show you the tactics and strategies that can help you achieve the attention and objectives your business deserves. The day is masterclass workshop with exercises that dives deep into your content strategy, paid media, platform strategy, emerging technology, personal branding, culture and more.

SOCIAL MEDIA STRATEGY AGENDA [1/2 DAY SESSION]:

1:00 - 1:10 Introductions & Agenda

1:10 - 1:15 Work Sessions Goals & Objectives + Creative Ice Breaker

1:15 - 3:00 Social Media Discovery Plan [for clients who purchased full discovery plan]

2:00 - 3:10 Break

3:10 - 3:20 Audience, Tone & Voice Review

3:20 - 3:45 Social Media Statement Construction

3:45 - 4:20 Social Platform Strategy

4:20 - 4:55 Content Pillars

4:55 - 5:00 Wrap Up & Next Steps