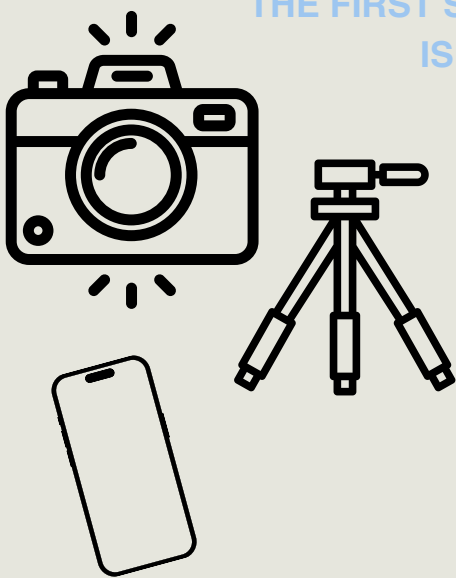


CREATING CONTENT THAT *converts*

& MAXIMIZING YOUR ONLINE PRESENCE

INVEST IN QUALITY EQUIPMENT

THE FIRST STEP IN CREATING BEAUTIFUL CONTENT
IS INVESTING IN QUALITY GEAR.



pieces to consider:

SONY ZV-E10

SONY 50MM LENS

GODOX V1 FLASH

IPHONE 13 PRO

DJI RODE WIRELESS PRO'S

PHONE TRIPOD

LEARN THE BASICS

UTILIZE RESOURCES ON YOUTUBE TO LEARN THE
BASICS OF PHOTOGRAPHY.

concepts to learn:

THE RULE OF THIRDS
THE BASICS OF EDITING
THE EXPOSURE TRIANGLE
NEGATIVE SPACE
LEADING LINES



creators to watch:

@KENTONFREDRICKPHOTOS

@JEBBWEST

@AA.VISION

CONSISTENCY IS KEY

THE ONLY WAY TO GROW ON SOCIAL MEDIA IS TO
POST CONSISTENTLY. MINIMUM POST FREQUENTLY
FOR GROWTH IS 3 TIMES A WEEK.

**pro tip: map out your content on sundays and schedule
it to post ahead of time.*

UTILIZE ALL FORMS OF CONTENT

TO MAXIMIZE YOUR PRESENCE ON SOCIAL MEDIA,
UTILIZE ALL TYPES OF CONTENT ON EACH PLATFORM.

ENGAGE WITH YOUR AUDIENCE

ENGAGE WITH EVERY SINGLE COMMENT THAT YOU
GET ON YOUR CONTENT! IT BOOSTS THE
ALGORITHM AND KEEPS YOUR CONTENT
RELEVANT.

FACEBOOK & IG:

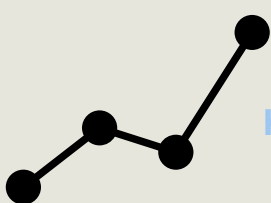
stories, feed posts, and reels

TIKTOK

*long form videos, short form videos,
stories*

ANALYTICS

KEEP TRACK OF IMPORTANT KEY PERFORMANCE
INDICATORS SUCH AS:



engagement, likes, follows, best performing content, worst performing content,

NEED MORE HELP?