

# Social Media Content Made Easy

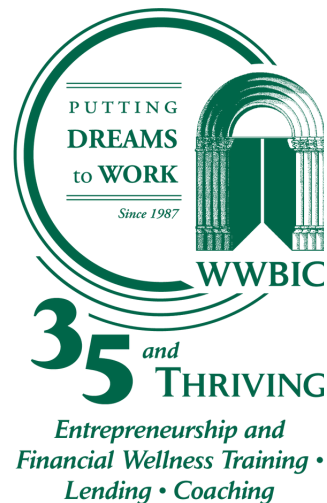
## BUILDING BLOCKS TO ENTREPRENEURSHIP SERIES

Social media content can be used to show thought leadership, entertain, educate, inspire, connect, and more but how you use social starts with understanding your audience. In this interactive workshop, you'll understand how your ideal client is using social media and build a library of content ideas, so you never have to wonder what to post. Then we'll develop your content calendar so you can control the narrative around your business.

### ABOUT THE CLINICIAN

#### Jennifer Hensley, CLU, ChFC

Marketing expert Jennifer Hensley is the owner and operator of Playmaker Coaching & Consulting out of Milwaukee. Her business changes the game for referral-based business owners who struggle with how to scale sustainably by having not just a good solution but the right solution for them that eliminates the hassle and hustle. Jennifer specializes in social media marketing, digital marketing, email marketing, strategic planning, marketing consulting, lead generation, event marketing, brand marketing & growth marketing.



### MORE RESOURCES

WWBIC is busy organizing even more specialized training sessions and making plans for additional support for established entrepreneurs to help scale up your small business. Stay tuned for the latest at

[wwbic.com/build-blocks](http://wwbic.com/build-blocks)



featuring Jennifer Hensley

Friday, June 24th  
12:00 - 1:00 pm  
Online Webinar

### REGISTER NOW!

Register online at  
[bit.ly/bbregister22](http://bit.ly/bbregister22)  
or scan in the QR code below



### QUESTIONS?

Contact WWBIC at  
**414-395-4546**

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