



*BloggerXchange*  
**XPO 2019**  
**CLASSES**

## **Writing with Soul:**

Learn the art of long form storytelling through blog posts and short form narratives through captivating captions.

**Times:** 10:45-11:30AM / 11:45AM-12:30PM / 1:45-2:30PM

## **Social Media for Beginners:**

Tips and tricks to authentically increase engagement & followers across social channels.

**Times:** 11:45AM-12:30PM / 2:45-3:30PM

## **Lights, Camera, Subscribers:**

Increasing views and subscribers with engaging video content.

**Times:** 10:45-11:30AM / 1:45-2:30PM

## **Perfecting the Feed:**

Creating a cohesive brand look & feel with flat lays, personal posing and styling.

**Times:** 10:45-11:30AM / 11:45AM-12:30PM / 2:45-3:30PM

## **Hustle Hard:**

The balancing act of the side hustle, work and life. Planning your time so you don't burn out or miss out.

**Times:** 10:45-11:30AM / 1:45-2:30PM / 2:45-3:30PM

**CLASSES CONTINUED...**

## **Building a Distinctive Brand:**

Creating cohesion across each channel, post and event.

**Times:** 10:45-11:30AM / 11:45AM-12:30PM / 1:45-2:30PM / 2:45-3:30PM

## **The Science of Social Media (Advanced):**

Go from pins and posts to brand wins using data to create content, drive blog traffic and sales.

**Times:** 10:45-11:30AM / 1:45-2:30PM

## **The Business of Blogging (Advanced):**

Using business tactics to negotiate deals and partnerships. Ensuring you're showing up as a brand and business leader.

**Times:** 11:45AM-12:30PM / 2:45-3:30PM

## **Creating Content for Your Niche and Your Audience:**

Beauty/Hair, Fashion, Food, Lifestyle, Travel Breakouts.

**Times:** 3:45-4:30PM