

"Instagram and Facebook for aesthetic practices and providers"

Webinar Evaluation Form

Filling this form will give you 20% discount on Ads Expert Course Tier 1/2 and 10% discount on Ads Expert Course Tier 3 as well as 50% discount on a webinar about ChatBots.

Name: *

Kristy LaGourgue

I am a: *

- ☒ Business owner
- ☐ Doctor/Aesthetician
- ☐ Social Media Manager

How helpful was the content presented at the Webinar: *

- ☐ Extremely helpful
- ☒ Very helpful
- ☐ Somewhat helpful
- ☐ Not so helpful
- ☐ Not at all helpful

How well did the Webinar meet your expectations: *

	Excellent	Very Good	Good	Fair	Poor
Information was presented in a clear and logical manner	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gave me valuable resources that I can use to scale my Social Media accounts	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gave me valuable insight how to monetize my Social Media accounts	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Addressed my questions and doubts in a clear and anambiguous way	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How well was the Webinar organized: *

	Excellent	Very Good	Good	Fair	Poor
Webinar format engaged my attention	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Webinar platform was easy to access and use	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The audio and video for the webinar was clear	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Timing was convenient	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you think the webinar was too long, too short or about right? *

- ☐ Far too long
- ☒ Too long
- ☐ About right
- ☐ Too short
- ☐ Far too short

How would you rate the usefulness of the Webinar's handout materials: *

- ☐ Did not use them
- ☐ Not useful
- ☒ Somewhat useful
- ☐ Very useful

Please in 4-5 sentences share your feedback about this webinar for our future students (what new Social Media tricks did you discover, what was particularly helpful, how will this knowledge affect your marketing strategy) *

My top 3 take-aways were:

1. Calls to action on every post. It may take awhile to get the engagement but you need to train your audience.
2. Re-confirmed for me that less produced content = better engagement (ie. keep it real, even if it doesn't look as good).
3. deeplinks - never knew this at all. I have beautiful landing pages, images, before and afters, videos, etc, but never knew this was important.

Side notes:

I originally thought that there was a one on one consult included to go through specific questions. This would have been very valuable to me. For me, I already new some of the stuff, ie. setting up an Ad account, Facebook pixel, etc, but would have liked more information surrounding content creation, specific ad creatives that convert for this industry and ways to by-pass ads that get rejected. I am always looking for new ideas, and to bounce ideas off of people that are in instagram specifically for many hours a day, everyday.

The webinars were lengthy, and I found it hard to meet timelines in an already exhausted and demanding schedule. I felt rushed to complete tasks and to re-watch the webinars as there was so much to take in. The expiry date on watching the videos was challenging to fit in (for me).

The most valuable pieces for me were around ideas for ASMR content, vines, trending topics and overall content ideas that engage. I would like a deeper dive into calls to action on posts as those I find challenging when trying to stay on point with brand identity and integrity.

I do feel Masha is top of her game and that there is still so much to learn from her, which is why I plan to purchase the consult and do a deeper dive within the premium ads course when

back from Nova Scotia.

Overall I received valuable take-aways and as a result would like to learn more and do a deeper dive into a few topics that were covered.

I'm happy to have a call to provide more feedback. Call me anytime, 604-209-1980.

Warm regards,

Kristy LaGourgue

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