Arcanum Academy

Social Media **Workshops**

Transform your social media strategy with expert-led, tailored training









Why Choose a Private Workshop?

Private workshops offer complete customisation to your needs. Unlike Arcanum Academy's ticketed public courses, every element – from platform focus to industry-specific examples – is built around your objectives. You'll receive undivided attention, confidential strategy sessions, and practical implementations that directly apply to you.

PLATFORM-SPECIFIC TRAINING

Standard courses cover Instagram, LinkedIn, TikTok, Facebook, and YouTube, but private courses are bespoke to you, so we'll focus on the platforms you need help with.

DELUXE ARCANUM KIT BAG

Each attendee receives an Arcanum Academy kit bag, filled with all the tools and equipment they need to get off to a flying start when they begin creating their own content.

FLEXIBLE DELIVERY

Training will be delivered on a date of your choice, either at your premises, your chosen venue, or at the Arcanum offices in Lincoln city centre. (Mosaic Digital Hub, LN2 1DY).

IMMEDIATE IMPLEMENTATION

You'll leave with practical, actionable strategies - completely bespoke to you and your goals - that you can start implementing straight away.



All workshops are entirely customisable to your requirements.

We'll have a call beforehand to discuss specific things you're struggling with, and the workshop will be tailored accordingly.

Follow-up support is provided in perpetuity after the session via WhatsApp and email.

CASE STUDY

439 new followers and 7 sales from Emma's first post after the workshop

Emma Haigh, owner of Jailhouse Frock – a 1940s and 1950s style clothing shop in Lincoln – had been posting consistently on social media for nearly three years.



With 480 posts published (averaging three per week), Emma had built a respectable following of 5,000 people and was gaining around 10 new followers per post. Growth was steady, but Emma questioned whether her efforts were actually working.

Emma booked Arcanum Academy's two-day intensive workshop. Her first post after the workshop generated what would have taken **44 previous posts** to achieve in follower growth, and it delivered measurable revenue within 48 hours.

THE RESULTS

- **Immediate impact (first post)**
- **439 new followers from one post (44x her previous average)**
- **4x usual viewership on the video**
- **800 website visits on posting day (6.6x her typical "good day")**
- **582 website visits the following day**
- **7 online orders directly attributed to the post**
- **£241.33 in revenue from a single piece of content**
- **Following has since grown by over 10k**

PROJECTED IMPACT

- If Emma maintains this performance posting twice weekly: £25,098 potential extra annual revenue
- If she posts three times a week (her previous frequency): £37,647.48 potential extra annual revenue

These projections are based on direct sales from individual posts – they don't account for increased brand awareness, foot traffic to her shop, or the compounding effect of algorithmic favour over time.

CASE STUDY

How Dough Loco went from 1,000-2,000 views per post to over 20,000

Dough Loco, a Lincoln-based pizza restaurant, was posting on social media but struggling to cut through the noise. Most posts received 1,000-2,000 views – decent engagement, but not enough to meaningfully drive bookings or grow their following.

Owner Matt wanted to understand what would actually work for his business, rather than continuing to post randomly and hope for results. Matt attended an Arcanum Academy private workshop to develop a strategic approach to social media tailored specifically to Dough Loco's goals: driving bookings and increasing their following.

In just three posts, Dough Loco achieved exponential growth in reach, moving from baseline performance to **10-20x** their usual viewership within weeks.



THE BOTTOM LINE

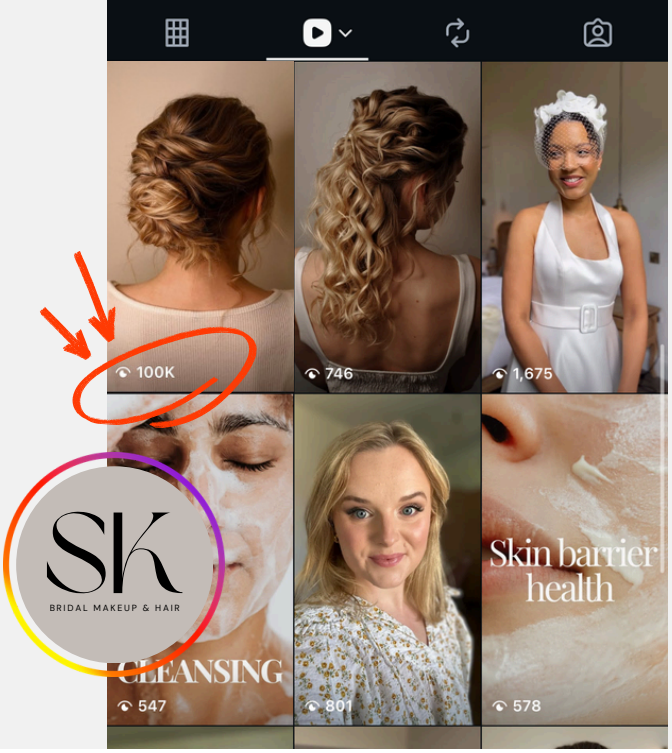
Understanding platform mechanics transformed Dough Loco's social media from background noise into a genuine bookings driver.

Going from 2,000 views to 20,000 views per post means each post now does the work of 10 previous posts, with exponentially more potential customers seeing the restaurant's content and making reservations.

POST-WORKSHOP PERFORMANCE TRAJECTORY

- Post 1: 2,000 views (matching previous average)
- Post 2: 5,000 views (2.5x-5x previous average)
- Post 3: 20,000 views (10x-20x previous average)





@SAMANTHAKATEBRIDAL

CLIENT WINS

100,000 views on Sami's first post after the workshop

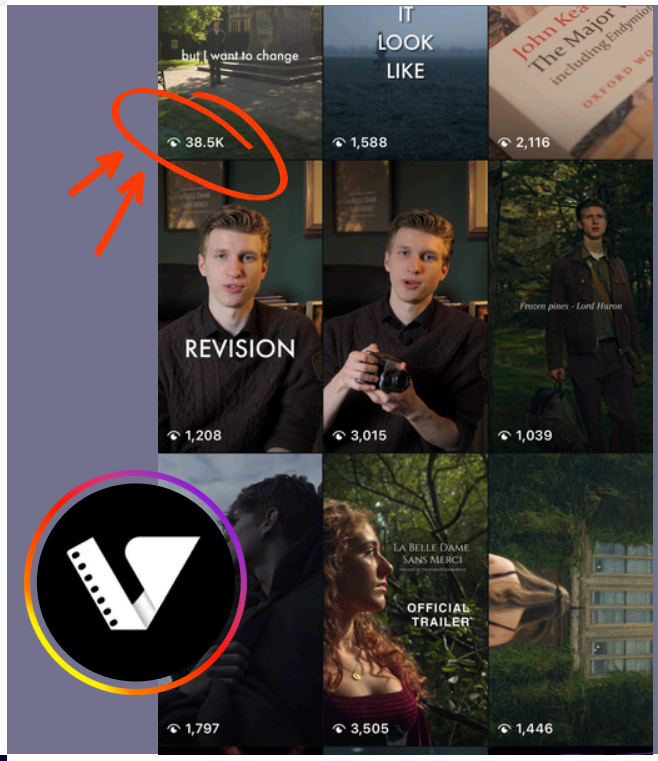
Sami from @SamanthaKateBridal attended a full-day workshop. The first post she shared after the session reached **100,000 views**.

Her previous posts were only reaching around 500 to 1,500 people.

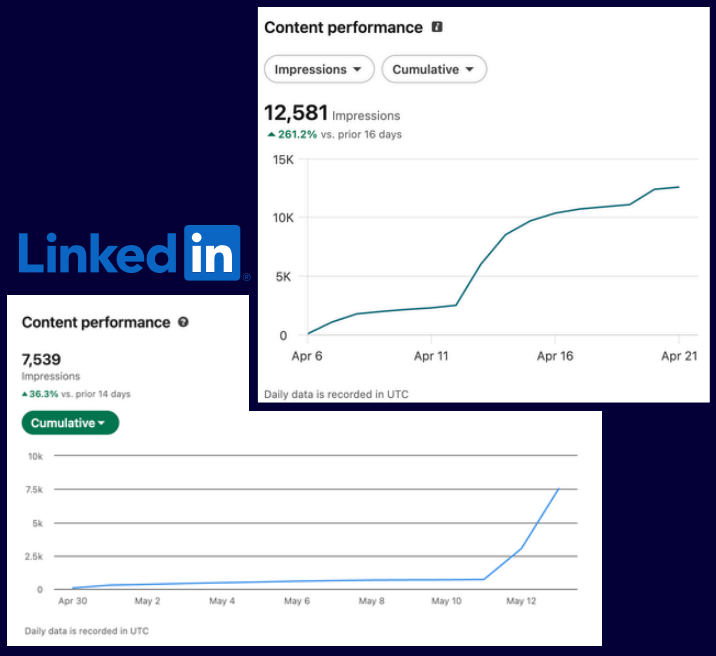
100x increase in reach for Lincoln filmmaker

Budding Lincoln-based filmmaker Michael wanted to promote his new film on social media to help crowdfund the project. This was proving difficult, as posts were only reaching around 1,000-3,000 people.

His posts now routinely reach **30,000 to 40,000 people** - some have hit **100,000 views** - and a much greater percentage are in his target demographic. He has also more than **10x'd his following**.



@VALULOID



IT'S NOT JUST INSTAGRAM...

Arcanum Academy courses cover Instagram, Facebook, YouTube, TikTok, and LinkedIn.

Can you spot the moment these two clients began implementing Arcanum's frameworks and strategies on their LinkedIn pages?

For more client results and case studies, head to **www.arcanumacademy.co.uk**.

AND IT'S NOT ALL BUSINESS...

Plenty of people assume social media training is just for businesses chasing leads and sales, but that's only half the picture.

If you're an influencer building a personal brand, a creator turning a passion into a following, or someone running an account purely because you love the subject, the same algorithmic principles apply.

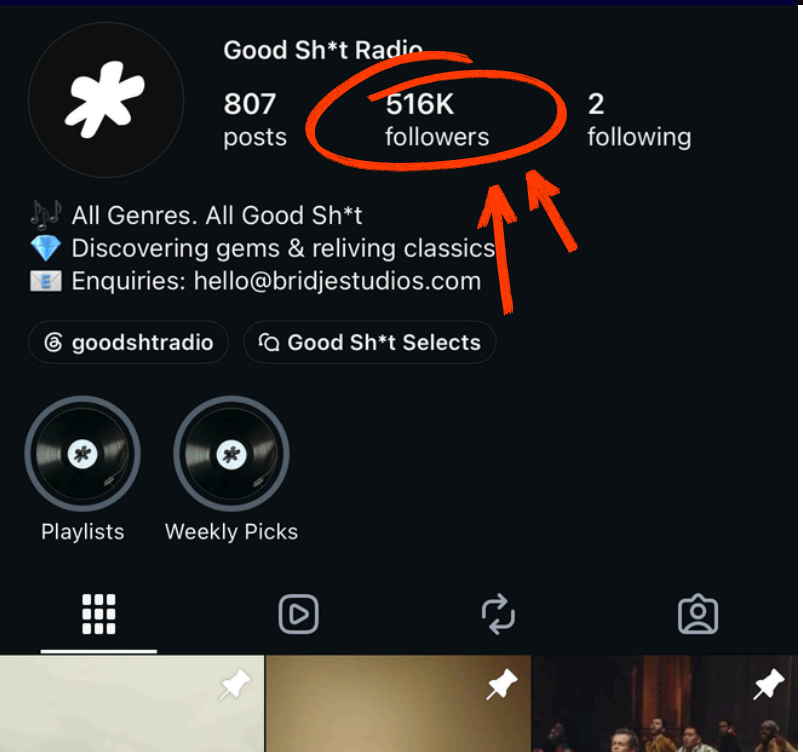


@BATTLERIGS

BattleRigs builds custom gaming PCs. Owner Paul has multiple sponsorship deals with big brands, all of which want their products to reach a large audience.

Paul was spending a lot of money boosting posts, and he wanted to learn how to leverage the algorithm to increase reach.

Since his training, his organic views per post have dramatically increased and his following is now approaching 200,000.



@GOODSHTRADIO

Good Sh*t Radio's posts were 'hit or miss'. Some went viral, but some flopped.

Jed, who manages the page, attended one of Arcanum's workshops to see how he could take advantage of the highs and reduce the frequency of the lows.

He's used his new algorithmic knowledge to consistently boost viewcounts, and he's now at over half a million followers.

Compare Workshop Options

	Half-Day	Full-Day MOST POPULAR	Two-Day INTENSIVE
Investment			
Price	£697	£1,297	£2,197
Duration	4 hours	Full Day	Two Full Days
Maximum Attendees	5	10	10
Cost per attendee	£140	£130	£220
What you'll learn			
Algorithm Masterclass	✔	✔	✔
Bespoke strategy	-	✔	✔
12 months of post ideas	-	✔	✔
Content templates	-	✔	Advanced
Selling techniques	-	-	✔
Practical content creation	-	-	✔
Video editing training	-	-	✔
What's included			
Workshop prep	✔	✔	✔
Arcanum kit bags	✔	Deluxe	Deluxe
Resource portal access	-	-	✔
Best for	Teams wanting algorithmic expertise	Businesses ready to build a detailed strategy	Businesses using socials as a revenue driver

All workshops are fully customisable; delivered at your premises or our Lincoln office.

Option 1:
Half-Day Algorithm Masterclass

£697 | Up to 5 attendees | 4 hours

What You'll Learn:

This intensive half-day workshop demystifies the algorithm and gives you the knowledge you need to make your content work harder. After this session, you'll understand how platforms prioritise and promote content, allowing you to leverage the algorithm and ensure your posts reach more of your target audience and your efforts are directed in the right places.

Core Focus:

01	**How algorithms really work** (beyond the myths). You'll leave with a working knowledge of what you need to do to *leverage* the algorithm to boost reach, rather than fight against it.
02	**Post progression tactics** to ensure that your content not only reaches a bigger audience, but also the *right* audience. After all, audience size means nothing if it doesn't translate to clients.
03	**Composition strategies** to help you craft better posts more efficiently. We'll cover hooks, caption-writing, engagement cultivation, time-saving tools, SEO keywords, and more.

This algorithm masterclass is perfect for teams or individuals who already create content but want to understand the mechanics behind visibility and reach to ensure their posts reach a wider audience.

It's the ideal choice if you need algorithmic expertise without a full strategic overhaul.



Option 2:
Full-Day Strategy Session

£1,297 | Up to 10 attendees | Full Day

What You'll Learn:

This comprehensive course combines the algorithmic expertise of Option 1 with complete strategic planning. You'll leave with a bespoke strategy, the knowledge to execute an effective social media presence, and a detailed posting plan for the next 12 months, so you'll never be stuck for what to post. All attendees receive a Deluxe Arcanum Academy kit bag.

Core Focus:

01	**Algorithm mastery** (everything from Option 1). You'll leave with a clear understanding of how to *leverage* the algorithm to boost reach, rather than fight against it.
02	**A bespoke social media strategy** tailored to your specific business and aligned with your growth goals. We'll ensure your message isn't lost in translation.
03	**A posting plan for over a year's worth of content** developed using Arcanum Academy's PRISM™, FACET™, and REFLECT™ frameworks.

This one-day intensive course is perfect for individuals or businesses who need both strategic direction and practical implementation plans, with ongoing support to maintain momentum.

Training can be completed in one day or as two half-day sessions.



Option 3:
Two-Day Intensive

£2,197 | Up to 10 attendees | Two Full Days

What You'll Learn:

The most comprehensive option. This two-day intensive training course goes beyond strategy into hands-on creation and advanced selling techniques. You'll not only plan content; you'll create it, refine it, and learn the specific tactics that convert followers into loyal customers. All attendees receive a Deluxe Arcanum Academy kit bag and login access to the Arcanum Training Portal, filled with templates and resources.

Core Focus:

01	**Algorithm mastery and posting plan** (everything from Options 1 and 2). You'll leave with a clear understanding of the algorithm and a bespoke strategy with a one-year posting plan.
02	**Storytelling frameworks and story strategies** that drive conversions, allowing you to sell through your social media channels without being salesy.
03	**Video editing best practices and tool implementation** - we'll actually make content together. You'll leave with a bank of content ready to post, and you'll know how to edit for yourself.

This two-day intensive course is perfect for individuals or businesses who are serious about using social media as a genuine revenue driver.

Ideal for those who want to master both the strategy and the execution, with particular focus on content that converts browsers into buyers.





The average person spends 2 hours & 40 minutes a day on social media.

Your audience is online.

Are you?

★★★★★

As a Marketing Consultant, it is important I stay on top of the latest social media trends.

I attended the Advanced Social Media Workshop and it was truly amazing! Eleanor is a beacon of knowledge. There was never a dull moment and I left the workshops feeling truly inspired.

Expert or not, I would highly recommend!

- Amy Wallis, Lincoln Tea & Coffee Co.

★★★★★

It's flipping worked!!!This is AMAZING. I've never had so many views on a post!

- Sarah Brown, Sarah Brown Upholstery

★★★★★

This course has blown my socks off!! Crazy informative, delivered at a brilliant pace.

Eleanor is a natural presenter. I have so much to take away and action, and for once, I feel ready!

- Clare Coe, Clare Coe Photography

★★★★★

I thought I was quite clued up on using social media to grow my business before I attended but wow was I wrong.

I learned so much about the stages posts go through to gain maximum reach. I also learned there's way more goes into making hooks than I first realised.

Definitely would recommend. You don't know what you don't know!

- Ash Wilks, Wallbreaker

★★★★★

Absolutely incredible. Super practical, thoroughly enjoyable, and an all round 5 star experience!

- Katie Kemshell, Soul Technology

★★★★★

Absolutely superb.

I've been around social media for a long time. Eleanor gave real practical knowledge and it was great to get the posts up to analyse and see the story behind the creation of her posts.

Could be a gamechanger. Very very fascinating. Great insights!

- Paul Kemshell, TOK Agency

★★★★★

Absolutely brilliant. We need more trainers like Eleanor in the world.

Learned a huge amount and looking forward to getting started on our SM journey.

- Michaela Ardley, LCGL

★★★★★

I had a fantastic experience on Eleanor's social media course. It was packed with up-to-date, practical insight into the current landscape, including algorithms, trends and what actually works, plus clear guidance on posting, tools and habits.

The delivery was clear, concise and genuinely digestible, and the session stayed engaging from start to finish. One of the best courses I've attended in a long time. Professional, useful and highly recommended.

- Eleanor Hancock, Number 75 Design

★★★★★

We learned absolutely loads and would recommend it to anyone that wants to learn how to create social media content that actually performs well.

- Rosie Smith, Rogue State Studios

Head to the Arcanum Academy and Arcanum Copy Google pages to view more reviews.

★★★★★

We've been running social media in our business for well over 10 years, and the takeaways we got today are going to transform some of the things we're working on. With social media, there's so much information and misinformation out there, so it's nice to learn from somebody who's actually doing some really powerful things in the space.

If you're thinking of investing in one of Eleanor's workshops, just do it!

- Richard Hill, eComOne

★★★★★

Was this the best workshop I've been to? Yes. The end.

Most social media workshops tend to be aimed towards newbies and are super surface level and basic, but when you've been doing it as a job for a while it can often feel like you're being taught to suck eggs... BUT not this time!

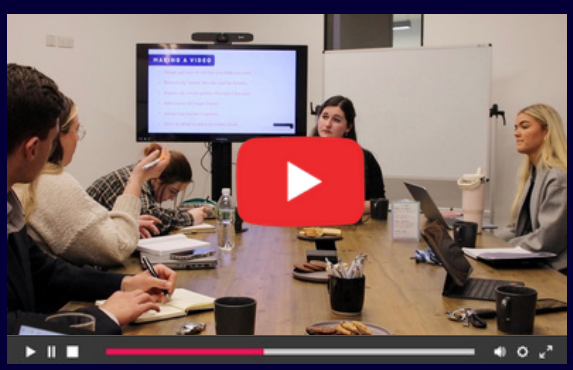
Eleanor did a fab job of talking us through best practices for socials, and gaining more traction with what content I'm putting out.

- Leah Abdallah, Mosaic Digital Hub

Tap the video link on the right to see a video montage of an 18-person social media workshop commissioned by Lincoln Be Smarter. Most workshops are capped at 10 people, but more can be accommodated on request.







Tap the video link on the left to hear testimonials from three marketing and social media experts who attended one of Arcanum Academy's ticketed social media workshops.

Choosing Your Venue

All ticketed social media workshops take place at the Arcanum Academy office in central Lincoln (pictured below). It’s easy to find, easy to park near, and set up for a productive day of learning (with plenty of coffee and biscuits).

However, if you're booking a private training course for you or your team, we can come to you. Whether that's your office, a meeting room, or a venue of your choice, we'll bring everything we need so you can learn in a setting that suits you.



There's a **reason** every single ticketed workshop has sold out.



Tried & Tested Methods



Comprehensive Social Media Education



Engaging & Interactive Delivery



Attendees see results **immediately**, from their first post after the session.



Next Steps

Reach out via phone or email to book your workshop or schedule a no-obligation consultation.

eleanor@arcanumacademy.co.uk

07981 677 971

www.arcanumacademy.co.uk



01 Book a Call

Each private workshop is bespoke to you or your team. We'll start with a call to assess what's working and what needs work.

02 Set a Date

Choose a time and date that works for you. Full-day or two-day workshops can be divided into half-day segments if necessary.

03 Choose a Venue

Workshops can be hosted at your premises, a specific location of your choice, or at the Arcanum Academy offices in Lincoln city centre.



04 Attend the Workshop

There's no need to bring anything with you aside from your social media login details. All equipment is provided.

05 Access the Portal

Two-day course attendees gain access to the Arcanum Academy portal, full of templates, posting plans, and reference documents.

Arcanum Academy

Get In Touch

ADDRESS:
Mosaic Digital Hub,
Thomas Parker House,
13-14 Silver Street,
Lincoln, LN2 1DY

CONTACT:
07981 677 971
eleanor@arcanumacademy.co.uk

WEB:
www.arcanumacademy.co.uk
www.arcanumcopy.com



Author: Eleanor Bryan Ph.D



