



Marketer Training Manual

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Daily Tasks

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stories

Stories are the most important thing with marketing.

Minimum of 12 stories per day

60% DAILY LIFE:

I.e walking to the shop, making a drink, having lunch, out with friends
(your audience need to know you're a real person living a normal life)

40% TRADING RELATED:

- Profit shots: can be found in telegram affiliate chat
- Monthly/Yearly stats: can be found on EZMarket Trade History

POLLS:

Polls are best utilised after trading related stories to generate daily leads. Polls last 24 hours so after hour 22/23 go in and message everyone who voted on your poll to create conversations. Polls do not need to be trading related 24/7, simply putting up Two cars followed by a poll asking which one would you choose will generate traction and interaction on your stories and page.

SWIPE UP:

Swipe up to your whatsapp link can only be generated with 10,000 followers, please do not buy followers as this will have a serious impact on your instagram page algorithm.

VIDEOS:

Talking to your audience via Instagram story videos will have a huge boost on your views and interaction. We have found that marketers using Daily videos are currently securing 40% more monthly deals than those who don't!

content

POSTING NEW CONTENT IS VERY IMPORTANT!

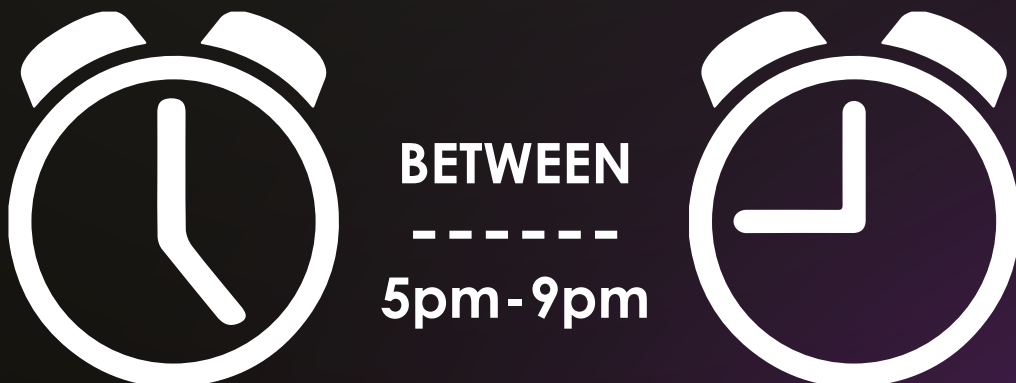
Your page is to be used as a shop window - must be **clean, clear and approachable!**

We want quality rather than quantity but you should be posting a new photo **every 1-3 days.**

Best times to post content are between **17.00-21.00 GMT**

PLEASE DO NOT POST AFTER 21.00!

Content can be anything from a picture of you walking, eating, drinking, on holiday, in a car or with a group of friends!



content



REMEMBER, IT'S ALL ABOUT THE LIFESTYLE. THAT'S WHAT PEOPLE WANT!

- PICTURES OF YOURSELF
- ON HOLIDAY
- WALKING
- EATING
- DRINKING
- WITH A PARTNER
- NIGHT'S OUT
- SHOPPING
- ENJOYING LIFE!
- PICTURES OF YOUR CAR
- PICTURES OF YOUR HOLIDAY
- CLEAR, GOOD QUALITY PHOTOS!
- CREATIVE/WITTY CAPTIONS



- SELFIES -
- NO FILTERS, SCREENSHOT PICTURES, CONTENT THAT IS NOT YOURS -
- NO PROFIT SHOTS -
- NO PHOTOS WITH TEXT ON THEM -
- NO TRADING CAPTIONS -
- NO CHARTS ON A COMPUTER -
- (PICS OF YOU ANALYSING CHARTS ARE ACCEPTABLE)
- NO PROMOTION OF ANY ILLEGAL ACTIVITIES -
- DO NOT BUY LIKES -

inspiration accounts

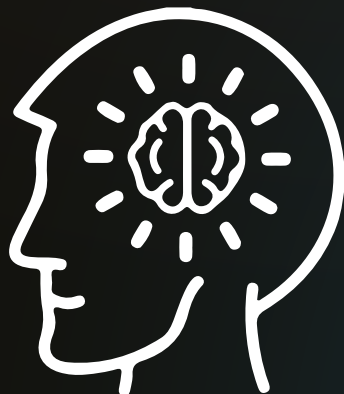
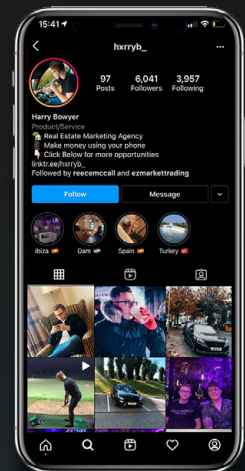
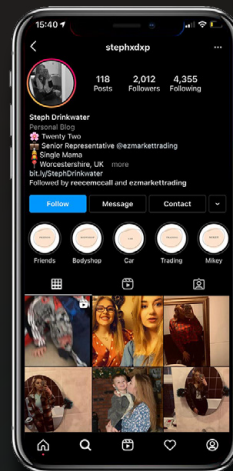
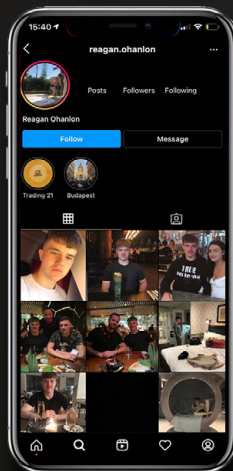
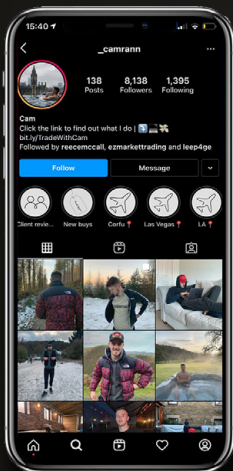
Here are some accounts you can pull inspiration from for how you want to get your page looking on Instagram.

@_CAMRANN

@REAGAN.OHANLON

@STEPHXDXP

@HXRRYB_



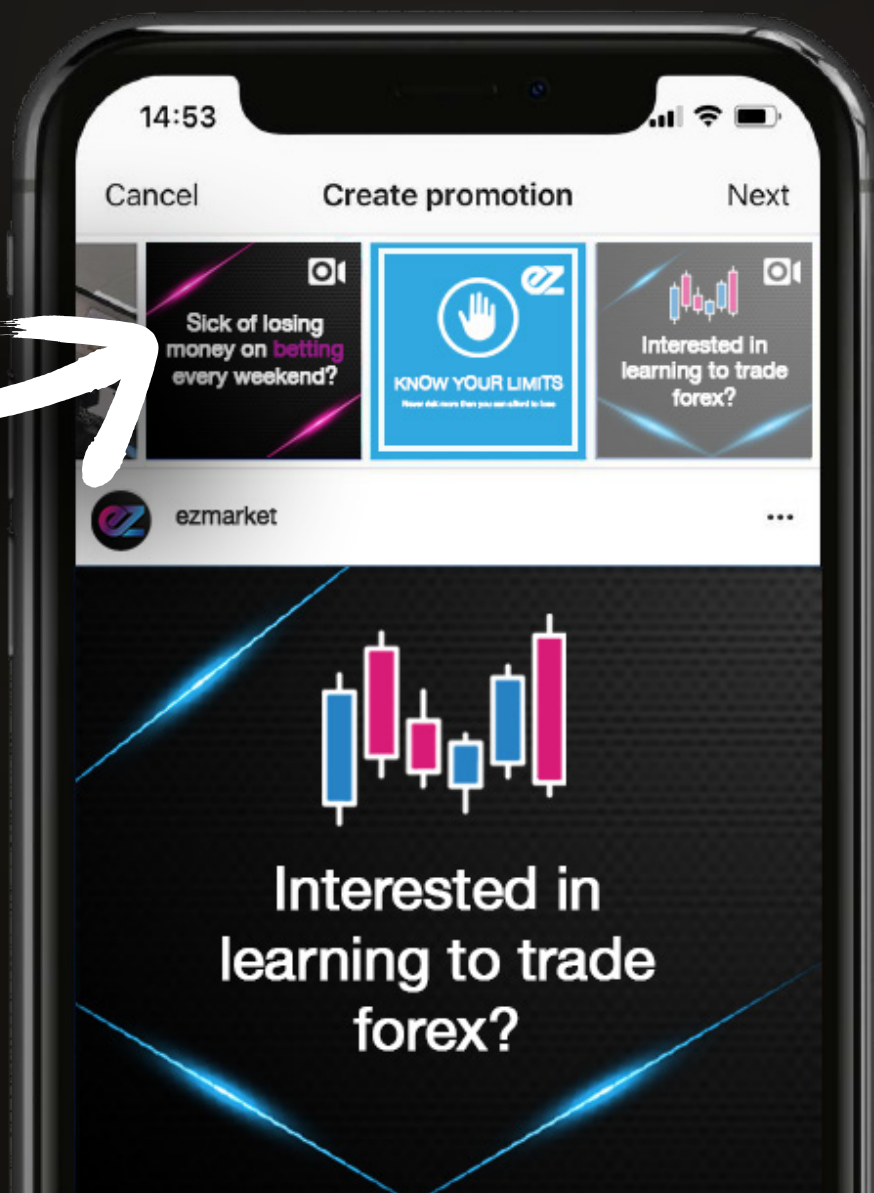
sponsored insta posts

Paying for a post to be sponsored on Instagram is a good way to have your account noticed by an audience that does not follow you, by targeting pages that people like.

The main thing with sponsoring a post is to make sure your Instagram profile backs up your advert.

YOUR PAGE NEEDS TO BE BUILT WITH QUALITY CONTENT.

When/If you have a picture that you think is worth promoting, then speak with your Team Leader who can advise on budget/duration and target audience.



follows/unfollows

20-30 FOLLOWS PER HOUR IS CRUCIAL TO BUILDING YOUR PROFILE ON INSTAGRAM!

Failure to do Daily follows will mean your profile is not being seen by new, potential clients each day. Do not mass follow as Instagram will block your account and this will halt your progress.

TARGET AUDIENCE AGE RANGE IS 18-35

DO NOT follow from other EZMarket!



- MANUAL FOLLOWS
- LOCAL SPORT TEAMS - YOUNG AUDIENCE
- FEMALE PAGES - YOUNG LADS
- FOLLOW FROM RECENT PHOTOS SO THAT THE ACCOUNTS WHO HAVE LIKED THE PHOTO ARE ACTIVE



- DO NOT SIGN UP TO ANY AUTO FOLLOW BOTS AS THIS WILL IMPACT YOUR ACCOUNT AND COULD RESULT IN INSTAGRAM TAKING IT DOWN
- DO NOT FOLLOW FAKE ACCOUNTS THIS WILL LIMIT YOUR REACH
- DO NOT BUY FOLLOWERS OR PHOTO LIKES

follows/unfollows

ACCOUNTS TO FOLLOW FROM

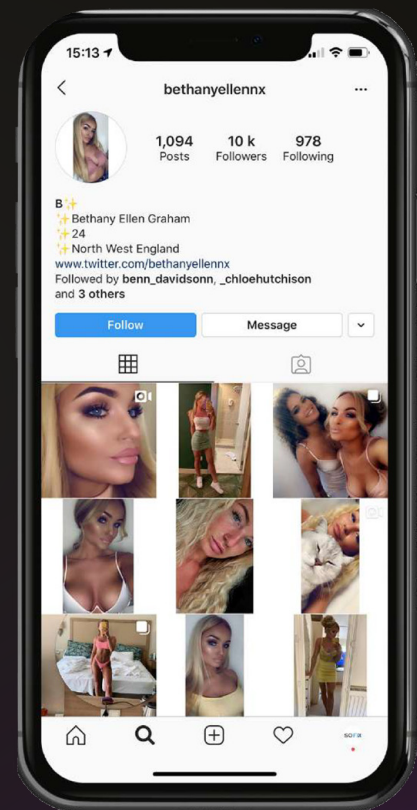
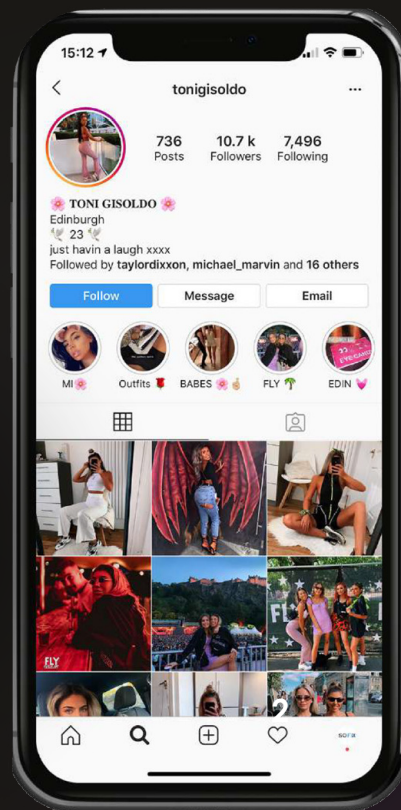
These are example of accounts with a good amount of followers.

FIND YOUR OWN ACCOUNTS:

@BETHANYELLENX

@ISSYRODRIGUES_

@TONIGISOLDO



UNFOLLOWS

It is important to keep a Positive ratio of Following to Followers.

The limit of people you follow is 7500.

There are apps such as (Cleaner, Unfollow) on the app store that can aid you in unfollowing accounts.

We recommend spending 1 hour, once a week to do unfollows.

instagram bio

- Make your instagram BIO personal - 2-4 lines.
 - Choose a Business account so you can see statistics.
 - Public profile (NOT Private)
 - Whatsapp link for your bio
- (Your Team Leader can help you with generating a unique link)

HERE ARE SOME EXAMPLES OF GOOD, CLEAN BIO'S:

@_CAMRANN

@STEPHXDXP

@HXRRYB_

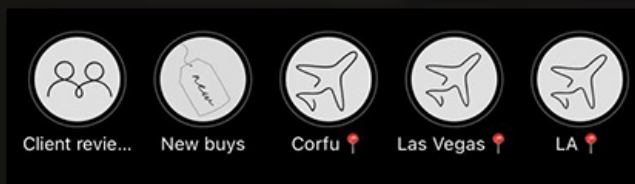
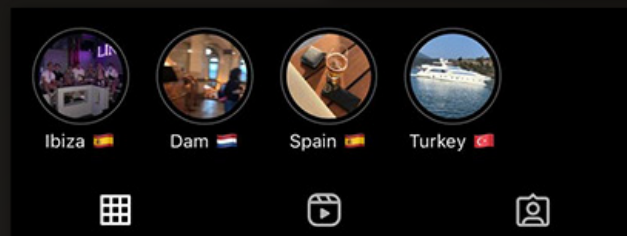
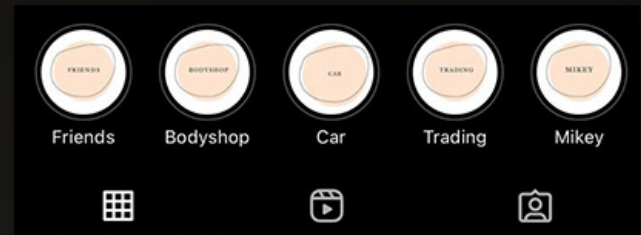


story highlights

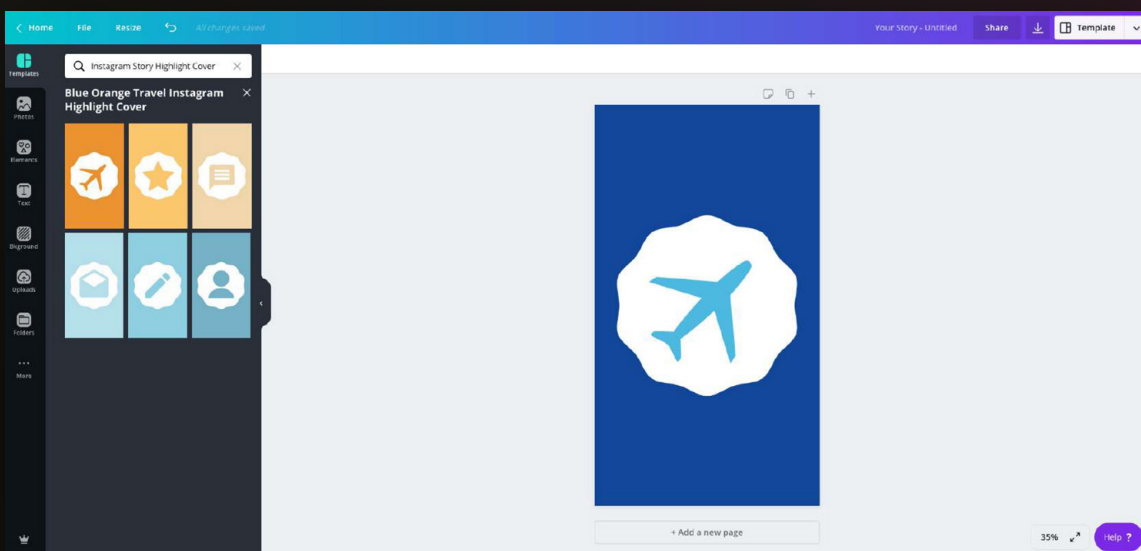
Highlights aren't a necessity but are a positive sight on your page and adds to the aesthetic.

HIGHLIGHTS CAN INCLUDE:

- PROFIT SHOTS
- Q&A'S
- HOLIDAYS
- TRIPS
- CARS
- ETC



You can use an app called Canva to create covers for each highlight easily, like you'll see below as an example:



messages

YOUR MESSAGES SHOULD BE PROFESSIONAL.

Use the script provided in the Marketing Handbook to interact with clients.
(Nothing wrong with changing to make it personal)

- FOLLOW UP MESSAGES
- START DATES
- REFERRALS



what happens now?

STEP 1

Your Team Leader will be in contact to arrange a Welcome phone call within 48 hours.

STEP 2

Save the broker link and client script (see next page) to your notes for easy access

STEP 3

CHANGE YOUR BIO

YOU'LL THEN BE ADDED TO 5 GROUPS

GROUP 1) EZMarket Marketing Group (WhatsApp)

GROUP 2) Registration Group on Whatsapp to confirm accounts

GROUP 3) Deposit Group on Whatsapp to confirm Deposits

GROUP 4) Your Team Leader's Marketing Group for Daily information and support

GROUP 5) SO FX Affiliate group on Telegram (Daily content and profit shots)



THE MUST DO'S

- Post regular content
- Post regular stories

Any queries, please Contact your Team Leader.

client script

CLIENT: Hi [Name], I saw your Instagram profile and would like to find out how I can get started? (or a direct message asking about trading)

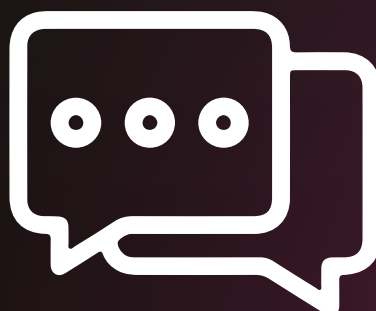
"Hi, thanks for the message. Have you ever traded before at all or will this be your first time?"

CLIENT: Yes, I've traded before **or** no this is my first time.

"No worries, so essentially what we do works like a tipster. Our expert traders provide our clients with daily trading signals which essentially tell you what to trade and when in order to make money like we do."

"All you need to do is simply go onto the trading app on your phone and input the trade. We will then give you updates of when to close the trade and take the profits. Does this sound like something you'd be interested in?"

CLIENT: Yes of course!



client script

"Excellent, so to use our service its very simple. All you need to do is open and fund your own trading account with our recommended broker.

To begin with as your new to our service I'd say start with one of the following:"

Minimum - £350

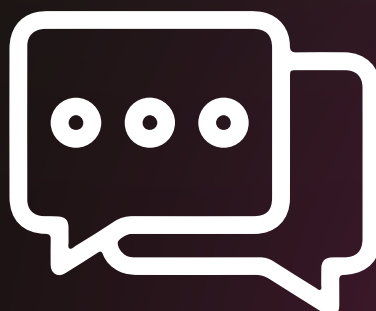
Average £500

"However we do recommend £1000+ for increased profits. These funds are also 100% withdrawable so if you change your mind they can be taken out. How much are you looking to invest?"

CLIENT: *Client responds with amount*

"Okay that's a great starting point. So the next step from here would be to get your trading account set up. Do you have 10 minutes to get set up now?"

CLIENT: Yes let's get started! (if they are busy, get a time off them and contact them at that time.)



client script

OPEN A TRADING ACCOUNT HERE:

[Personal Referral Link will be provided by your team leader]

"When you get to the deposit page, please send me:

FULL NAME:

EMAIL:

MOBILE:

ACCOUNT NUMBER:

I'll check your accounts registered then let you know when to fund your account. If you need any help let me know and I'll be happy to give you some assistance."

CLIENT: I've done that, here's my details...

"Fantastic! I'll send your details off now just to make sure it's all registered with us then all that's left to do is to get your account verified and make the deposit. Once that's all complete I'll confirm your account and get you into the group"



client script

Deposit is in

(confirm deposit then send)

"You're confirmed and ready to go!

Please now download Telegram and join the signals channel. This is where you'll be sent the signals."

"You'll also need to download Metatrader 4. The broker should have given you log in details for this app, this is where you'll be making your trades so make sure you log into that now."



