

**the
coaching
club.**

The **monthly membership**
that gives you expert digital
marketing support, accountability
and confidence to grow.

There's a gap between doing it yourself and hiring an agency.

Some businesses can't justify a full agency retainer. But doing your marketing alone, without strategy, expert feedback or accountability means staying stuck.

The Coaching Club fills that gap. You get a dedicated digital consultant every month, the same strategic thinking our agency clients receive, and a clear plan that moves your business forward. At a fraction of the cost.

Doing it yourself Free

- No expert strategy or direction
- No feedback on your content
- No accountability

Expert support £199/mo

- Dedicated SOCO Group consultant
- Real strategy & expert feedback
- Live 1:1 calls each month

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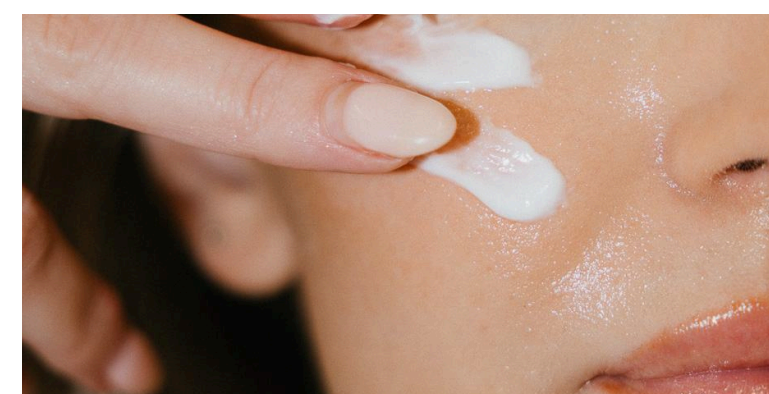
Full agency retainer £1,500 - £3,000+/mo

- Full content management
- Dedicated agency team
- Premium investment

THE
SOCIAL
CO.

This membership is made for you if...

- You manage your own social media but struggle to stay consistent
- You're posting but not seeing the results you want
- You want expert guidance without the cost of a full agency
- You know your marketing could be working harder but don't know where to start
- You're ready to show up confidently and stop second-guessing everything you post



Zoe Pouton

Director of Academy

“Unlike one-off training or traditional consultancy, The Coaching Club provides ongoing support that grows with your business. We become an extension of your marketing team, offering expert guidance, honest feedback, strategic direction and accountability every step of the way.

As your business evolves, so should your marketing. Through regular coaching, performance reviews and direct access to experienced marketers, you'll always have someone to challenge your thinking, answer your questions and help you make confident marketing decisions.

The Coaching Club is the perfect middle ground between doing it all yourself and outsourcing your marketing - giving you the confidence to grow your skills with trusted experts by your side”.

-Zoe



Your consultant isn't a coach. They're a professional marketer.

Every member is personally matched with a senior SOCO Group marketing consultant the same professionals who manage campaigns for brands like Newcastle United, Hays Travel and international clients across the UK and UAE.

They bring that real-world experience directly to your business, every single month.

No AI Strategies

No template playbooks

No chatbots

Amy Stockdale

Digital Content & Learning Consultant
The Social Co Academy



Your monthly coaching journey

A continuous cycle of coaching, planning and improvement.

We review, refine and rebuild every month so you always know what's working, what to improve and what to do next

Onboard once

We start with a tailored onboarding process to understand your business, goals and challenges, so we can create strategy that works for you.



Getting started:

Every membership begins with a tailored onboarding process designed around your business and goals.

Onboarding

- **Initial strategy call** - A one-to-one call to understand your business, goals and challenges, so we can shape your plan around you.
- **Social media audit** - A full review of your current profiles and content to see what's working, what's not, and where the opportunities are.
- **Competitor analysis** - We look at what similar businesses in your industry are doing on social media, so we can help you stand out.
- **Profile optimisation** - We review and improve your social media profiles (bio, links, imagery, layout) to make sure they're clear, professional and set up to convert visitors into followers or customers.
- **Digital channel alignment** - We review how your digital channels connect and complement each other, ensuring your messaging, branding and customer journey feel consistent across every touchpoint.
- **Content pillar creation** - We define the 3-5 core topics or themes your content will focus on, so your posts stay consistent, relevant and easy to plan.
- **Personalised analytics dashboard setup** - We set up a simple, easy-to-read dashboard so you can track your performance and growth at a glance.



What's included in your membership:

Mid-month strategy session

Up to 60 minutes with your assigned consultant

Your mid-month check-in to keep everything on track.

- ✓ Review the content you've planned for the coming weeks
- ✓ Refine ideas before they go live
- ✓ Solve marketing challenges
- ✓ Answer your questions
- ✓ Keep you accountable to your goals

Monthly growth review

Up to 90 minutes with your assigned consultant

Everything covered in your mid-month strategy session again for the following 2 weeks.

- ✓ Personalised analytics report
- ✓ Review and understand your performance
- ✓ Celebrate wins and identify opportunities
- ✓ Plan content and strategy for the month ahead
- ✓ Set clear actions and priorities

Consistent coaching. Expert guidance. Real results

That's The Coaching Club

Membership Perks:

The Coaching Club Growth Guide

Receive a monthly Growth Guide with practical marketing tips and resources.

- Marketing calendar
- Content inspiration
- Trend updates
- Platform insights
- AI resources

The Coaching Club Community

Join our exclusive community to connect and learn between coaching sessions.

- Private members-only community
- Ongoing support
- Content feedback
- Peer learning
- Celebrate success

Exclusive Pricing

Exclusive access and discounts to SOCO Group services and events.

- Content creation days
- Social media template bundles
- Photography and videography
- Additional strategy sessions
- Workshops and masterclasses

Brought to you by **SOCO**

We're opening up the knowledge, strategies and expertise we've built over years of working with some of the world's leading brands and putting it directly in your hands.

THE SOCIAL CO.

THE SOCIAL CO
academy.

SO.PRO

SO.COM

SOCO INVEST

Offices:

UK + UAE

Brands that trust us

gleeson

Bellway



Hays Travel



millers
homes

GREGGS



True Potential

Nuby

NORTHUMBRIAN
WATER living water

TRUSTED QUALITY SINCE 1921
RUST-OLEUM

TEES
VALLEY



NHS

RADIO 1
BIG
WEEKEND



Simple, transparent pricing

Agency expertise and a consultant in your corner, at a price that works for growing businesses.

- Tailored onboarding & strategy session
- Fortnightly live 1:1 coaching (60 min)
- Monthly growth review call (90 min)
- Monthly Coaching Club Growth Guide
- Private member community
- Exclusive member pricing on SoCo services



DIY

Free - low cost

The Coaching Club

The sweet spot

£199/mo

Agency Outsourcing

£1,500+/mo

£199.00 PCM

vs. a typical agency retainer of £1,500-£3,000/mo