

enroll your employee.

EMPLOYERS FAQ AND GUIDE TO THE PLM MONTHLY COMMUNITY MEMBERSHIP.

expertise and opportunities.

This document outlines the advantages of supporting an employee's membership in the PLM Insiders Club, a social media marketing membership program offered by Pretty Little Marketer. 🙌

By investing in this membership, you'll equip your team member with the **latest** knowledge and resources, access to the **best** and **biggest** brains in the industry and unparalleled opportunities to **network** with peers and the wider marketing community.



introduction.

The Insiders Club is a *£15 per month* community membership program providing **monthly** resources and **ongoing** support for social media marketers. Fostering continuous learning and development, ensuring members can stay on top of social media trends, and confidently implement the most effective strategies and tactics for their brands with a monthly line up of:

A library of downloadable templates

Two expert-led workshops per month

Exclusive discounts for relevant social media marketing tools

Monthly community Q&As to troubleshoot and network

A trend tracker

A thriving online community and more.



who benefits from the 🤔 insiders club?

This membership caters to a broad spectrum of social media professionals, from those **new** to the field to **experienced** marketers seeking to refine their expertise.

Whether your team member is looking to build a strong social media foundation, stay updated on the latest trends, or connect with a network of like-minded individuals, the community membership offers invaluable resources and support.

plm.



it's a win-win.

Here's a closer look at the key benefits:

Tax advantages: since the membership falls under employee development, the membership fee may be tax-deductible for the company. The monthly and annual membership fee is VAT inclusive, and you will be issued an invoice receipt via email every month.



Employee development: investing in your employee's professional growth fosters a more skilled and knowledgeable social media marketer, directly contributing to a positive return on investment for your social media efforts.

Continuous learning: the club provides ongoing access to industry updates, fresh social media news, exclusive resources, and downloadable templates. This ensures your team member stays ahead of the curve and can implement the most effective social media strategies for your brand.

Networking: a vibrant online community fosters valuable exchange of ideas and experiences. Your team member will have the opportunity to connect and collaborate with a network of social media professionals, learning from peers and industry leaders within the private online forum.



sounds great, what do I do next?



01

Head to the [Membership](#) webpage and select “join the club”. You’ll then be taken to the sign up page for your team member.



02

You’ll need to confirm your name and business address before selecting whether you’d like to sign up for a £15 per month subscription or yearly subscription with a 17% saving at £150.



03

You’ll then add your payment method, before being redirected into the membership platform where your **employee** will complete the rest of their onboarding.



04

Due to how the membership platform is set up, this process will need to be completed for **each** individual.

get in
touch. 🖋️

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