

AESTHETIC
CANDY.

Branding + Social Media Studio

SOCIAL MEDIA ESSENTIALS

Webinar Series



Welcome

I'm Karine, founder of Aesthetic Candy. I've spent years working in branding and social media, helping small business owners and personal brands find their voice and show up online with confidence.

Aesthetic Candy supports brands with social media, branding, strategy, content creation and marketing campaigns.

For beginners, we support you in growing your business effectively using social media. For intermediate to experienced clients, we streamline your social media so it works for you, freeing up your time to focus on what you do best.

I created the Social Media Webinar Series because I kept seeing the same thing: talented people with amazing brands holding themselves back. Not because they lacked ideas or ambition, but because they didn't understand the basics or where to start.

That's why I built this. Not just to teach tactics, but to walk with people from wherever they are to where they want to be.

Karine



SOCIAL MEDIA ESSENTIALS

Webinar Series

WHAT TO EXPECT?

Six sessions. Six weeks. Six topics.
Helping you show up online with clarity and confidence.

Each session gives you what you need to show up, stay consistent and keep going, independently. Lots of information and tips, with an open space at the end of each session to ask your questions.

So I built the webinar series to change that. Because talented people deserve to be seen, not stuck.



SOCIAL MEDIA ESSENTIALS

WEBINAR SCHEDULE



WEBINAR SCHEDULE

Week 01 | Social Media Essentials

The foundations for showing up online with intention, not guesswork.

Week 02 | Branding Essentials

Get clear on who you are before you decide how to talk about it.

Week 03 | Marketing Essentials

How to turn visibility into genuine interest and action.

Week 04 | Content Strategy

Build a plan that actually works for your business, not someone else's.

Week 05 | Content Creation

Practical tools and techniques for content that connects.

Week 06 | Canva Basics

Design with confidence, even if you've never opened Canva before.

CHOOSE YOUR SESSION

Starting 9th Sept 2026

EVENING SESSION

Wednesdays

8.15pm

UK time

DAYTIME SESSION

Thursdays

11.00pm

UK time

Both sessions cover the same content, so you can pick whichever fits your week.

"Not being online is not playing it safe. It is playing it small."

FROM SOMEONE WHO'S BEEN IN YOUR SEAT

"Last night's webinar was fantastic. I feel like I learn more and more every time I attend. I'm trying to get over my feelings of fear and apprehension because I really want this new venture to work. Thank you for your constant support and encouragement." **Webinar attendee**

SOCIAL MEDIA ESSENTIALS

Webinar Series

**6 X 50 – 90
MINS**

All Online Sessions

Six sessions, each 50 to 90 minutes,

covering social media, branding, marketing, content strategy and content creation. We work through it all at a steady pace, using a structured framework so every session has direction and purpose.

SOCIAL MEDIA ESSENTIALS

Webinar Series

ONGOING ACCESS

A free workbook comes with every session, so you can put what you've learnt into practice, not just take notes and forget it by the next day.

- Free workbook with every session
- Community support to keep you accountable
- Available to answer your questions



AESTHETIC CANDY.

Branding + Social Media Studio

SOCIAL MEDIA + AUDITS

STRATEGY + CREATIVE
CONSULTATION

CONTENT CREATION + CAMPAIGNS
(DIGITAL MARKETING + PROMOTIONS)

VISUAL DESIGN / BRAND
ASSETS