



MEDIA AND COMMUNICATIONS COACHING PACK

fabric-academy.com

FABRIC

SECTION 1:

WELCOME LETTER

We are absolutely thrilled to welcome you as a Fabric coach!

To help you get started, we've put together a comprehensive media pack designed to equip you with all the tools and resources you need to promote your new role as a Fabric Coach.

Here's what you'll find inside:

- About Fabric: Useful copy to use to explain who and what Fabric offers
- Fabric Brand Guidelines: Typography, brand assets & colour palette
- Social Media Guidelines & Support: Fabric handles, relevant hashtags & exciting scholarship opportunity
- Promotional Tips: Best practices for sharing your journey as a Fabric coach

Once again, welcome to the team! We're excited to see the incredible work you'll do and the impact you'll have on the Fabric community.

If you have any questions or need additional resources, don't hesitate to reach out.

Warm regards,

Phoebe Trakkas

Marketing and Events Manager

phoebe@fabric-academy.com

INTRODUCTION TO FABRIC

ABOUT FABRIC

Fabric was founded with the mission to connect experienced marketing professionals with aspiring marketers. Our vision is to create a supportive community where knowledge and skills are shared, careers are nurtured, and marketing excellence is achieved.

OUR MISSION

To set a new global standard in marketing, transforming marketers of the future, to supercharge business growth.

OUR VALUES

Experience is our everything: We promise to deliver an outstanding experience for our team, our learners and our partners.

Development is our focus: We commit to improve our knowledge, our teaching and our product.

Disruption is in our DNA: We continue to challenge ourselves, our industry and marketing standards.

OUR PURPOSE

We're reinventing the marketing education landscape, to transform marketers of the future.

OUR COMMUNITY AND CULTURE

At Fabric, we value collaboration, continuous learning, and mutual respect. We strive to create an inclusive environment where every member feels valued and empowered to contribute their best.

COMMITMENT TO PROFESSIONAL DEVELOPMENT

We are dedicated to your professional growth. As a coach, you'll have access to a variety of resources, training, and development opportunities to help you stay at the forefront of the marketing industry.

Find relevant links to the Fabric website to guide your network to [here](#).

VISUAL ASSETS AND GUIDELINES

LOGO USAGE

The Fabric logo should only ever be used in Mono or White-out and on solid colours from the brand palette wherever possible.



FABRIC



FABRIC



FABRIC



FABRIC

LOGO USAGE: THINGS TO AVOID

1. Do not stretch, squash or distort
2. Do not apply a non brand colour
3. Do not use the logo as a device to hold images

F A B R I C

FABRIC

FABRIC



TYPOGRAPHY

BEBAS NEUE CYRILLIC

Alphabet & numerals

01 02 03 04 05 06 07 08 09

A B C D E F G H I J K L M N O P Q R S T U V

W X Y Z

Usage: Bebas Neue Cyrillic is to be used for titles and headlines across all materials.

Sofia Pro Light

Alphabet & numerals

01 02 03 04 05 06 07 08 09

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z

Usage: Sofia Pro Light is used for all body copy across all printed and digital materials.

COLOUR PALETTE

C 0 M 85 Y 82 K 0

R 255 G 71 B 46

#ff472e

C 7 M 5 Y 6 K 0

R 255 G 235 B 255

#ffebff

SOCIAL MEDIA GUIDELINES & SUPPORT

Fabric social handles

Instagram: @fabricacademy

www.instagram.com/fabricacademy/

LinkedIn: @fabricacademy

www.linkedin.com/school/fabric-academy/

Website: fabric-academy.com

Useful Sign-Up Links

These links are useful tools to help you effectively share Fabric's offerings with your network. Use them to provide detailed information about our services, how to get started, and our pricing.

Download Business Brochure [[Link Here](#)]

For businesses interested in enhancing their marketing team through Fabric's training platform.

SOCIAL MEDIA GUIDELINES & SUPPORT

Download Individual Learner Brochure [\[Link Here\]](#)

For individual learners looking to develop their marketing skills and advance their careers.

Sign Up Page [\[Link Here\]](#)

Direct link for anyone ready to join Fabric and start their learning journey.

Pricing/Packages Page [\[Link Here\]](#)

Detailed information on Fabric's pricing and various packages to help potential clients make informed decisions.

Relevant Hashtags

#FabricCoach #MarketingExpert #MarketingTraining

SOCIAL MEDIA PROMOTION IDEAS

Sharing Your Welcome Pack

If you have sent us your mailing address, you should be receiving your Welcome Pack shortly. This is a great way to take a photo and share on social media that you are now a Fabric coach.

Updating LinkedIn Profile

Enhance your professional online presence by adding your new role as a Fabric Coach to your LinkedIn profile. Find a step-by-step guide below.

Scholarship Opportunity

Share the Fabric Scholarship opportunity with your network, offering free access to the platform and 1x coaching session with yourself for selected individuals. Find out more below.

Join The Future Club: Fabric Community Membership

Encourage your network to join The Future Club, Fabric's community membership, where they can engage with you directly and explore their coaching needs. Find out more below.

Create a Personal Video Introduction

Create a personalised video introducing yourself as a Fabric Coach, highlighting your areas of expertise, and sharing what you're most excited about in this role!

FABRIC BRAND NARRATIVE

Below, you'll find Fabric's brand narrative. Feel free to use this narrative to help others understand what Fabric stands for and what we offer.

"Fabric is the award-winning learning platform, built exclusively for marketers, by marketers, to drive positive change in marketing education and revolutionise the industry.

As a learning partner for businesses worldwide, we're creating strategic and commercially-minded marketers who are leading their businesses to dominate markets and exceed ambitious growth goals.

Our platform delivers the ultimate learning experience that transforms our learners into marketing powerhouses, with personalised 1-1 coaching, on-demand mentoring, practical hands-on training and tactical workshops, meaning our reputation as the go-to provider for marketing education is unparalleled.

We're a global community of highly skilled marketers, business leaders, coaches and educators all striving for excellence."

GRAPHIC TEMPLATES



These Fabric branded graphics are a great way to promote your status as a Fabric coach to your network.

Feel free to download and add it to a profile picture of yourself!

These templated PNG graphics will be sent to you with this Media Pack.

COMMUNITY MEMBERSHIP

THE FUTURE CLUB

By sharing the community membership, The Future Club, with your network, you're offering them a chance to be part of a community dedicated to continuous learning and professional development. This is an excellent way for potential clients to get a taste of Fabric's values and the quality of our offerings before committing to our training and coaching platform.

Example Caption

Join The Future Club, an exclusive community where marketers can connect, network, collaborate and cultivate their skills with marketers all over the world 🚀

Gain access to monthly masterclasses with implementation tasks, expert mastermind sessions from global brands, premium resources and so much more.

Sign up for only £30 PCM. [Link to join [here](#).]

STEP-BY-STEP GUIDE

ADDING "FABRIC COACH" TO LINKEDIN EXPERIENCE

1. Log into LinkedIn
2. Navigate to Your Profile
3. Add New Experience

- Scroll down to the "Experience" section of your profile.
- Click the "+ Add" button or the "+" symbol next to "Experience."

1. Enter Your Role Details:

- Title: Enter "Fabric Coach" as your title.
- Employment Type: Select the appropriate type (e.g., Part-time, Contract, Freelance).
- Company: Type "Fabric" in the company field and select from the dropdown menu.
- Location: Enter your location or leave it as "Remote" if applicable.
- Start Date: Select the month and year when you started as a Fabric coach.
- End Date: Check the "I currently work here" box.
- Description: In the description box, briefly explain your role. Here's an example:

"As a Fabric Coach, I provide personalised 1-1 coaching to marketers across various levels, helping them enhance their skills, strategise for success, and achieve their professional goals. I guide learners through tailored training sessions and on-demand mentoring, leveraging Fabric's comprehensive marketing training platform."

FABRIC

EXCLUSIVE SCHOLARSHIP OPPORTUNITY

We are thrilled to offer an exciting scholarship opportunity exclusively for your network. This is your way of giving back and supporting marketers who may not have easy access to training budgets, helping them advance their skills and careers.

As a Fabric Coach, you can invite 3 individuals to receive 3 free full months of access to the Fabric learning platform, including a personalised 1-1 coaching session with you.

This is a fantastic chance to help your connections unlock their potential, gain valuable skills, and advance their marketing careers through this exclusive access to Fabric.

Here's everything you need to know to apply and get started:

A templated PNG graphic will be sent to you with this Media Pack.

Template Caption (tweak to suit your style!):

I'm super excited to share that I'm running a scholarship opportunity for 3x people in my network to access 3 free FULL months to the Fabric learning platform, including a one 1-1 coaching session with me!

Fabric info sentence examples:

"Fabric is a dedicated learning and coaching platform for marketers to learn, connect and grow."

FABRIC

EXCLUSIVE SCHOLARSHIP OPPORTUNITY

“Fabric is a dedicated coaching and training platform, keeping marketers at all levels on top of their game. They offer personalised coaching and community mentoring from industry practitioners, all working to support marketers and marketing teams to increase confidence, skillsets and retention rates in the marketing function”

Here is what you could get access to:

- 1x coaching session with myself on anything [FILL IN EXPERTISE]
- Award-winning Strategy Builder Programme where you will learn how to build a marketing strategy from the ground up
- Premium resources; including masterclasses with implementation tasks, plus access to mastermind sessions with experts from the marketing world to deliver on-demand workshops
- Community mentoring through The Future Club, where you can connect, network and share experiences with marketers around the world

All you need to do is apply by following the link and select myself as the coach [[Link Here](#)]

ONGOING PROMOTIONAL TIPS & BEST PRACTICES

As you step into your new role as a Fabric Coach, we want to ensure that you have everything you need to not only succeed but to truly shine.

Consistency

Make Fabric a consistent part of your professional identity. Update your LinkedIn bio and other professional profiles to reflect your new role as a Fabric Coach.

Engagement

Regularly interact with Fabric's social media content by liking, sharing, and commenting. Your insights and comments can spark conversations, attract attention to your expertise, and even draw potential clients or mentees to you.

Ongoing Content Ideas

Consider posting case studies from your coaching sessions (with permission), success stories, or industry insights that align with Fabric's mission.

Networking

Building a strong network is essential for your success as a coach. We encourage you to connect with other Fabric coaches and community members on LinkedIn and Slack.

THANK YOU

Your journey as a Fabric Coach is just beginning, and we're thrilled to have you on board!

If you have any media or communications inquiries, please don't hesitate to reach out. Please email phoebe@fabric-academy.com.

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