



LeftTurn Welcome Hub



www.leftturnstrategy.com

Welcome Survey + Marketing Assets

WELCOME TO LEFTTURN STRATEGY! WE'RE REALLY EXCITED TO BE WORKING WITH YOU TO HELP YOU WITH YOUR BUSINESS GOALS.

TO ONBOARD, WE HAVE CREATED A SET OF "TO-DO'S" TO COMPLETE PRIOR TO OUR KICK-OFF CALL. IF YOU HAVE ANY QUESTIONS, PLEASE DO NOT HESITATE TO CONTACT ANN-MARIE (MAIL-TO LINK) OR TANYA (MAILTO LINK).

SECTION 1 - WELCOME LETTER + SIGNATURE

SECTION 1 - WELCOME SURVEY (5 MINUTES PER SECTION, 20 MINUTES TOTAL)

WE HAVE CREATED A SET OF CORE QUESTIONS TO UNDERSTAND MORE ABOUT YOUR COMPANY AND ITS BUSINESS NEEDS. THE INFORMATION IN THIS SURVEY WILL HELP US MAKE THE MOST OF OUR INITIAL SESSION TOGETHER. IF YOU DON'T KNOW HOW TO ANSWER A QUESTION, DON'T WORRY, WE'LL BE TALKING IN MORE DETAIL ABOUT EACH OF THE SECTIONS COVERED BY THE SURVEY.

[CLICK HERE](#) TO COMPLETE THE SURVEY.

WE REALLY APPRECIATE YOU TAKING THE TIME TO FILL OUT THE SURVEY TO THE BEST OF YOUR ABILITY.

SECTION 2 - MARKETING ASSETS

BEFORE WE DIG INTO YOUR BUSINESS TO UNDERSTAND YOUR BRAND, PERSONAS AND INDUSTRY. IF YOU HAVE ANY MARKETING DOCUMENTS CREATED, WE WOULD APPRECIATE THAT YOU SHARE THEM WITH US. THEY CAN BE SENT TO ANALYTICS@LEFTTURNSTRATEGY.COM.

EXAMPLES:

- BRAND BOOK
- BUSINESS PLAN
- MARKETING STRATEGY
- ORGANIZATION CHART
- PREVIOUS PAID MEDIA CAMPAIGNS + RESULTS

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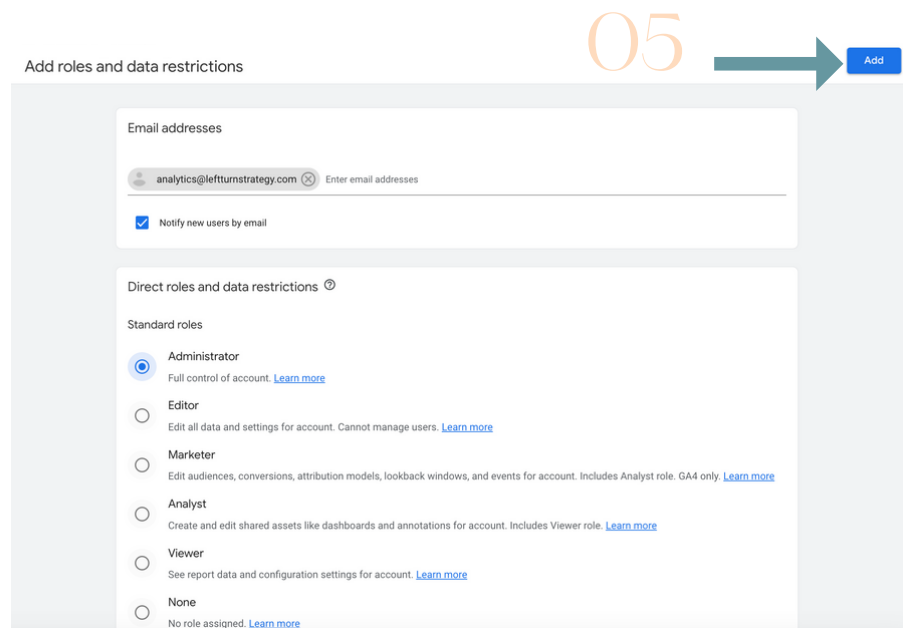
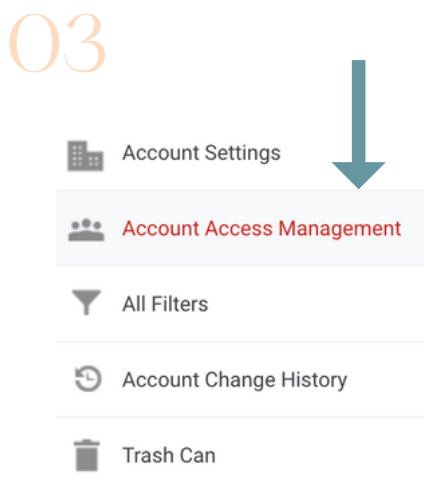
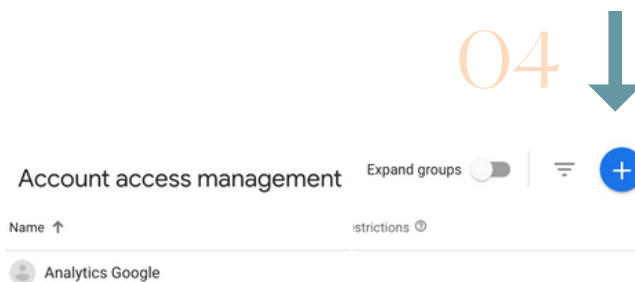
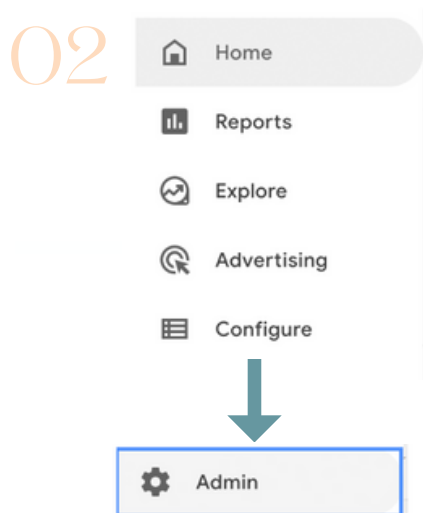
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Google Analytics

- 01 SIGN IN TO GOOGLE ANALYTICS
- 02 CLICK ADMIN, AND NAVIGATE TO THE DESIRED ACCOUNT/PROPERTY/VIEW
- 03 IN THE ACCOUNT, PROPERTY, OR VIEW COLUMN, CLICK ACCESS MANAGEMENT.
- 04 CLICK ADD AND ENTER THE EMAIL ADDRESS FOR THE USER'S GOOGLE ACCOUNT: ANALYTICS@LEFTTURNSTRATEGY.COM
- 05 SELECT EDITOR OR ADMINISTRATOR PERMISSION



YouTube

- 01 SIGN IN TO STUDIO.YOUTUBE.COM
- 02 ON THE LEFT-HAND SIDE, CLICK SETTINGS
- 03 CLICK PERMISSIONS -> INVITE
- 04 ENTER THE EMAIL ADDRESS ANALYTICS@LEFTTURNSTRATEGY.COM
- 05 SELECT MANAGER AS THE PERMISSION, CLICK DONE -> SAVE

The screenshot shows the YouTube Studio interface. On the left is a navigation menu with 'Settings' highlighted by a blue arrow and the number '02'. The main content area is the 'Settings' page, with the 'Permissions' section selected by a blue arrow and the number '03'. The 'Permissions for MXJ' section is visible, showing a table with columns for 'Name' and 'Role'. The 'Owner' role is listed. A blue arrow points to the 'INVITE' button next to the number '03'. Below the 'Permissions' section, there is a form with an 'Email' field containing 'analytics@leftturnstrategy.com' (pointed to by a blue arrow and '04') and an 'Access' dropdown menu set to 'Manager' (pointed to by a blue arrow and '05'). At the bottom of the form, there is a 'DONE' button (pointed to by a blue arrow) and 'CLOSE' and 'SAVE' buttons.

Dashboard

- Content
- Analytics
- Concerts
- Profile
- Comments
- Subtitles
- Copyright
- Settings
- Send feedback

Settings

General

Channel

Upload defaults

Permissions

Community

Agreements

Permissions for MXJ

When you give people permissions on your channel, they can upload, comment, and take other public actions. They can also view private or hidden content. [Learn more](#)

Name	Role
	Owner

03 → INVITE

→ **02**

→ **04**

→ **05**

→ DONE

CLOSE SAVE

LinkedIn

- 01 SIGN IN TO LINKEDIN.COM
- 02 ON THE LEFT-HAND SIDE, CLICK SETTINGS
- 03 CLICK MANAGE ADMINS
- 04 CLICK ADD ADMIN
- 05 SEARCH KATHERINE YOUNG, SELECT SUPER ADMIN AS THE PERMISSION AND CLICK SAVE



LeftTurn Strategy

+ Create

View as member

Feed

Activity

Analytics

Edit page

Settings

Settings

Manage admins
Control who manages your page

Page admins (10) Paid media admins (3)

All Page admins have access to admin view, with different permissions based on their role. [Learn more](#)

+ Add admin

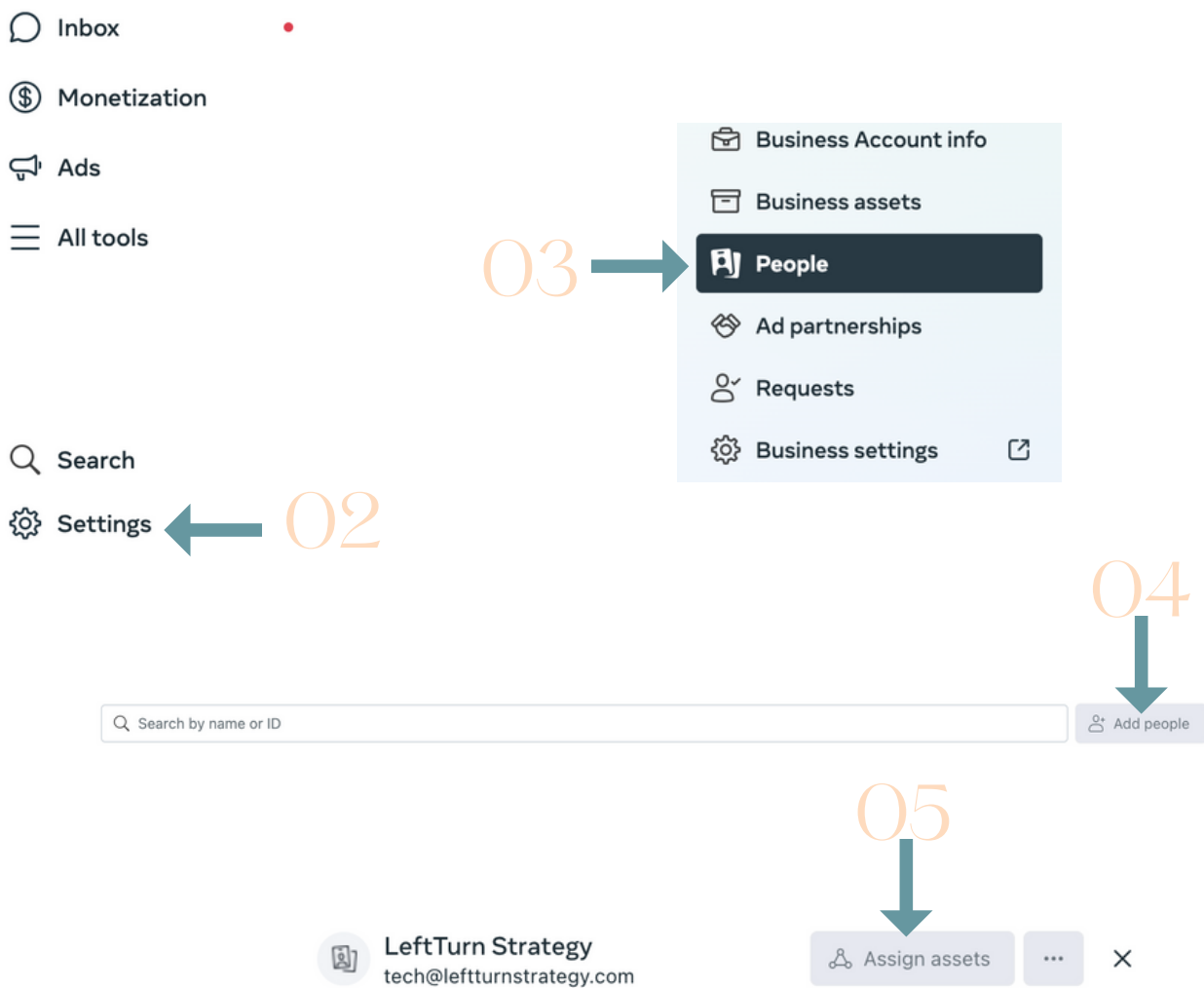
Assign an admin role

- Super admin
This role manages everything on the Page. It's the only role that can edit the Page and manage all admins.
- Content admin
This role posts and manages content, comments as the Page, and exports analytics.
- Analyst
This role only views and exports analytics on LinkedIn and will have limited access on 3rd party partners tools.

Save

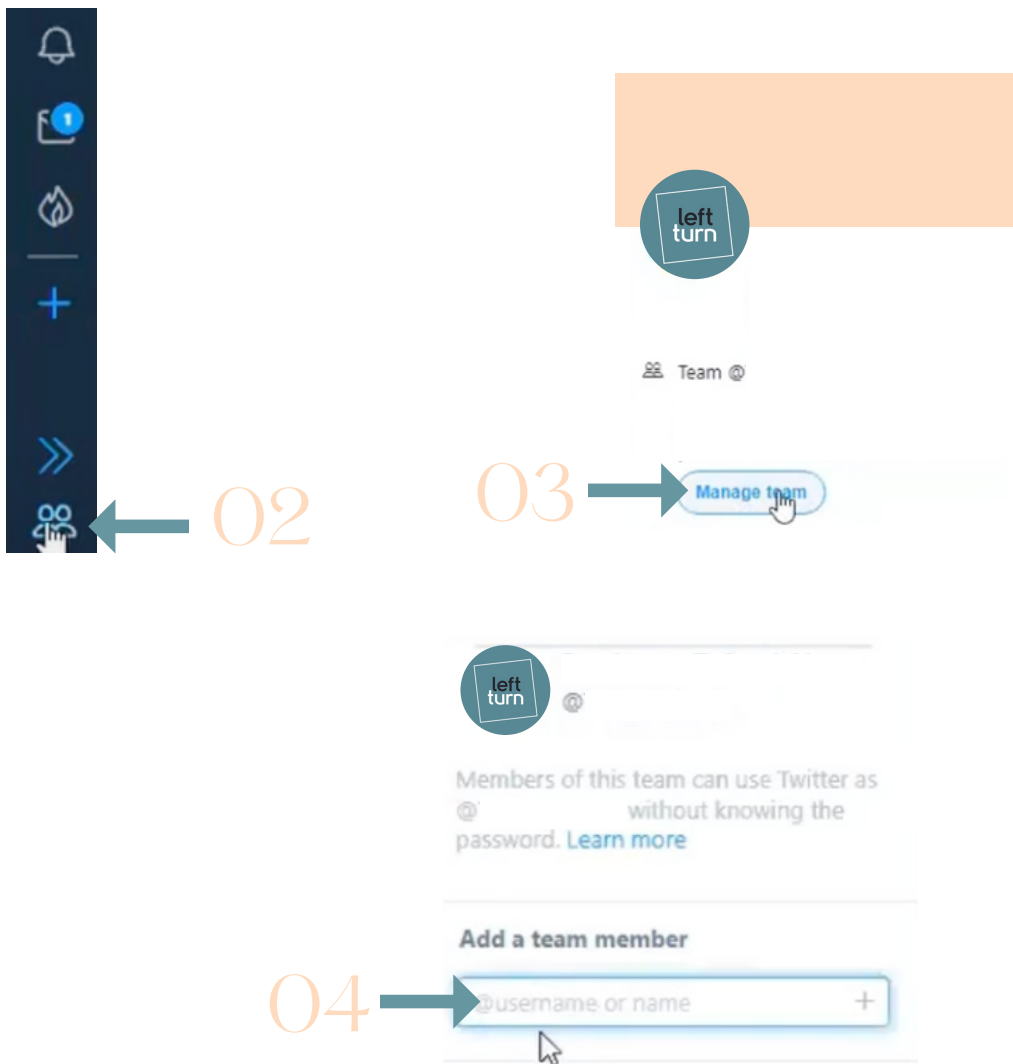
Meta

- 01 SIGN IN TO BUSINESS.FACEBOOK.COM
- 02 ON THE LEFT-HAND SIDE, CLICK SETTINGS
- 03 CLICK "PEOPLE"
- 04 TYPE IN ID: 240514140232036 AND PRESS ADD PEOPLE
- 05 GIVE "FULL CONTROL, EVERYTHING" ACCESS TO THAT ACCOUNT



Twitter

- 01 SIGN IN TO TWEETDECK.TWITTER.COM/LOGIN
- 02 ON THE LEFT-HAND SIDE, CLICK ACCOUNTS
- 03 CLICK MANAGE TEAM
- 04 ADD TEAM MEMBER: @KATIETURTON AND MAKE IT AN ADMIN



TikTok

- 01 SIGN IN TO BUSINESS.TIKTOK.COM
- 02 ON THE RIGHT-HAND SIDE UPPER CORNER, LOOK FOR YOU BUSINESS IF
- 03 SEND IT TO LEFT TURN STRATEGY
- 04 LTS WILL THEN REQUEST ACCESS

