



# American Express Small Business Workshop Paid Social

Hand Out Sheet

[Click Here for our Ethical Ad Hacking Video](#)

[Click Here for Facebook Ad Formats](#)

[Click Here for UpViral](#)

[Click Here to make a copy of The Presentation](#)

## UGC Resources

[Bazaar voice - A real in depth guide to creating a UGC plan.](#)

[Flockler- A really comprehensive guide to understanding UGC.](#)

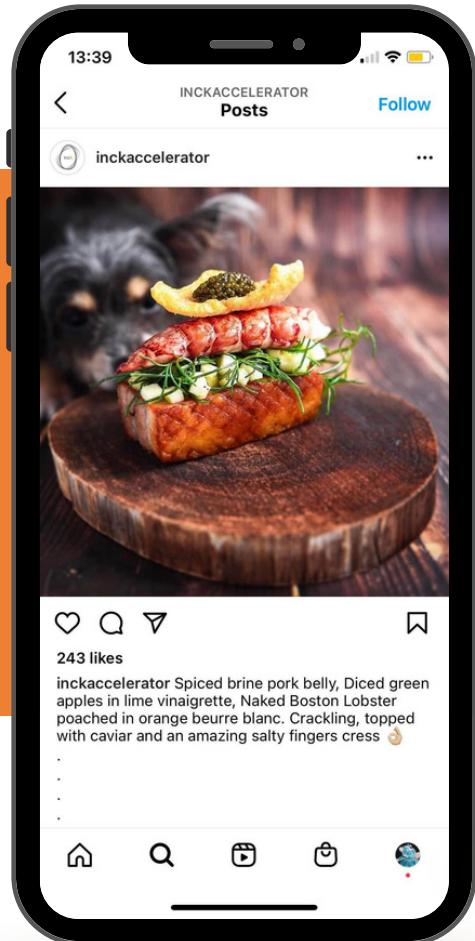
[Dara Deeney - She runs big spending Ad Accounts and knows what works.](#)

[Embed social - A step by step guide to adding this to your digital strategy.](#)

## Not sure where to start?

No problem, click below to take our PICNIC Scorecard and find out where you need to focus your marketing effort.

[Click here to take the quiz.](#)



## Contact us

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## Paul Hannagen

Founder and CEO of Gastronomic Agency, a food and drinks digital & creative agency based in London.

### Let's Connect!



Paul has been in the hospitality, food & drinks industry for over ten years working in and opening his own restaurants, pop-ups, eCommerce companies, as well as experiential marketing.

Having built 5 food and drink business, Paul knows the struggles you face while growing a small business in the food and drinks space. From managing cashflow and staff, to juggling staff and suppliers, to proper planning and even business failures, he got the t-shirt and has mastered the skills to grow!