



3440 Balsam Grove, Regina, SK S4V 2S4

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## OVERVIEW OF COURSE

The Digital Marketing for small & medium enterprises - Refresh and Relaunch provides the participant with the tools to market their business online. The focus of the course is to provide the ability to employees of small and medium enterprises to refresh and relaunch their business during and post pandemic. The course content includes overall marketing, branding, SEO, PPC, social media and web analytics and design. As well, the course includes a module on managing virtual teams. Participants access personal coaching to facilitate learning and aid in the execution of principles for their unique industry.

The course provides the participant with the latest in digital marketing training to refresh and relaunch their business. Upon successfully completing the course, participants will have developed a marketing plan that can refresh, relaunch and pivot their business opening up new markets and revitalizing old ones and be provided a certificate of completion.

**Total Time of Course:**

**16 hours Online**

**4 Hours in Person/Zoom Meeting**

**Digital Marketing**

**Instruction - 2 hours**

Key Learning Objectives:

- Discuss the most important characteristics of digital marketing
- Identify the customer's journey
- Identify the different areas of digital marketing
- Organize a digital marketing plan
- Choose ways to measure the outcomes of digital marketing

Course Curriculum

- Traditional vs Fully Engaged vs Digital Consumer Introduction
- Overview of Buyer Types – NEDICT and RAFPS
- Elements of a Digital Marketing Plan
- Impact of COVID on Your Business and Marketing Plan
- Key Measurements – ROI (Return on Investment) and Customer Value



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## **Fundamentals SEO, Content Marketing, PPC**

**Instruction – 2 hours**

Key Learning Objectives:

- Gain an understanding of SEO (Search Engine Marketing)
- Gain an understanding of analytical tools for measuring success such as Google Analytics
- Develop an understanding of Content Marketing as it relates to search engines
- Using PPC (Pay Per Click) Advertising to drive revenue

Course Curriculum :

- Digital Marketing Program Introduction
- SEO Foundation
- Content Marketing Foundation
- Digital Analytics Foundation
- Google Analytics
- PPC Foundation
- Google Ads Fundamentals

## **Social Media, Mobile Marketing and Digital Strategy**

**Instruction – 2 hours**

Key Learning Objectives:

- Gain in-depth knowledge on social media channels like Facebook, Instagram, YouTube and Twitter
- Understand the foundation of Email and Mobile Marketing
- Garner skills to create a social media marketing strategy

Course Curriculum:

- Social Media Foundation Facebook Marketing YouTube and Video Marketing Twitter
- Marketing Mobile Marketing Foundation
- Email Marketing Foundation
- Marketing Automation Foundation
- Website Conversion Rate
- Optimization Foundations
- Digital Marketing Strategy



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## **Web Analytics**

**Instruction 2 hours**

Key Learning Objectives:

- Understand Digital Analytics along with business understanding
- Understand how to collect and work with multi-channel data sources, performing quantitative and qualitative analysis and more.

Course Curriculum:

- Introduction to Digital Analytics
- Building Blocks
- Fundamentals of Digital Analytics
- Business Perspective
- Audience Acquisition, Behavior, Conversions Onboarding, Retention and Expansion

## **Reputation Management**

**Instruction 2 Hours**

Key Learning Objectives:

- Learn how to build a sustainable online reputation
- Learn how to manage social media issues based on a real-life examples.
- Understand how to manage your Google My Business Page
- Understand how to respond to positive and negative reviews
- Understand how to manage a crisis and respond appropriately across multiple platforms.

Course Curriculum

- Introduction to Google My Business and Bing Listings
- The Building Blocks for Responding to Positive and Negative Reviews
- Reviewing the importance of online reputation as it relates to the different buying groups
- Getting more online reviews and tracking your reputation online.
- Reviewing the right reputation management tools available.



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## **Email Marketing**

**Instruction – 2 hours**

Key Learning Objectives:

- Learn how to create an email marketing strategy that grows your business
- Understand the Castle Law and its implication on email and text based marketing
- Learn how to build an email marketing strategy

Course Curriculum

- Understanding Email Marketing
- Developing lists
- Castle Laws in Canada and its impact on email and text-based marketing
- Sending the Right Email and Creating a High-Performing Email
- Understanding Email Deliverability
- Outlining the Design of Your Marketing Emails
- Analyzing Your Marketing Emails
- Testing Your Marketing Emails
- Tools necessary to do email marketing

## **Website Management**

**Instruction 2 Hours**

Key Learning Objectives:

- Understand Design Elements of a website as it relates to your brand
- Learn conversion strategies as it relates to your website
- Understand the importance of your website as a digital marketing tool

Course Curriculum:

- Learn to plan, outline and write new content for your website.
- Successfully add new pages to your Website's menu.
- Review of pop's and strategies to enhance your conversions
- Understand how to research and include SEO Keywords in Website content.
- Successfully change content on Website pages
- Reviewing tools for SEO keyword research



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## **Marketing In A Connected World**

**Instruction 2 Hours**

Key Learning Objectives:

- Learn the major changes in today's connected world with emphasis on the impact of COVID
- Understand the "F" factor and how it can help your business
- Understand how the three buyer types are influenced by media

Course Curriculum;

- Major changes in today's connected marketplace
- The power of the "F" factor (Friends, Family, Facebook, Fans, Followers)
- Connectivity as the game-changer of marketing
- From traditional to digital marketing and the reliance by traditional, fully engaged and digital consumer.
- Advancements in video forms to do virtual business and virtual estimates in the time of COVID

## **Managing Virtual Teams**

**Instruction 2 Hours**

Key Learning Objectives

- Identify what constitutes a virtual team
- Evaluate the challenges and opportunities of leading a virtual team
- Highlight the key skills of an effective virtual team leader
- Apply strategies to tackle issues that virtual teams have in the areas of motivation, social engagement, communication and logistics

Course Curriculum

- Virtual Continuum
- Differences Virtual Teams Represent
- Challenges and Benefits of a Virtual Team
- Skills of an Effective Virtual Team Leader
- Tackling the Main Issues of Virtual Teams
- Dealing with Motivational Challenges
- Dealing with Engagement Challenges
- Dealing with Communication Challenges
- Virtual Meetings and Agenda
- Logistics of Virtual Teams and Meetings



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## **In-person/Zoom Meetings**

**4 Hours**

The in-person/zoom meeting is for set aside for participants to ask and discuss their specific businesses further with the desired outcome to provide deliverables for their specific business from the course. This provides the opportunity for assessing the participants learning experience.

## **Timeline of Course**

April 2nd – 2pm to 4 pm

April 9th – 2pm to 4 pm

April 16th – 2pm to 4 pm

April 23th – 2pm to 4pm

April 30th – 2pm to 4pm

May 7th – 2pm to 4pm

May 14th – 2pm to 4pm

May 21st – 2pm to 4pm



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### **Credential Awarded**

Certificate of Completion - Digital Marketing for Small and Medium Size Businesses

### **Training Cost**

\$10,000 for each company. As the training is online others may join the training, however, one participant will be engaged with throughout the training.