

# BUSINESS MARKETING MASTERCLASSES



Take your business to the next level.

This program will develop your practical knowledge and equip you with the right skills to create a powerful marketing strategy for your small business.

## MARCH WORKSHOPS

Wednesday 15 March

### Understanding How Your Customers Use Digital Platforms

Small businesses have a strong advantage over large corporations – they can get to know their customers and deliver service that delights. However, this can only be achieved by truly understanding how customers interact with your business.

Customers are the lifeblood of your business, and it is essential to get the digital customer journey right. This workshop will guide you through understanding what your customer is thinking and doing, and how you can shape your marketing initiatives around this.

*This workshop will cover:*

What is the customer journey;

- Why it is important to perfect the customer journey;
- Understanding how your customer uses digital platforms;
- Identifying customer pain points; and,
- Mapping the customer journey.

Wednesday 22 March

### Website Tech and User Experience for Business Owners

Whether you have had your website professionally developed or have used one of the many tools to build your own, it is essential that you understand and are familiar with the technology behind your website. Without knowing the fundamentals, you could have your website hacked or fail, and you may not even notice.

If your business relies on a digital presence, you can't afford to lose your website. This workshop will provide you with a fundamental understanding of the technology that underpins your website, and the things to look out for to ensure that your website is always seen, working and secure. You will also learn tips and strategies that can be used to make your website more user-friendly to ultimately increase your conversions.

*This workshop will cover:*

- Hosting and mail servers;
- Owning your Domain Name;
- SSL certificates and keeping your site secure; and,
- Simple strategies to improve user-experience.

Wednesday 29 March

## Search Engine Marketing; Demystifying SEO & SEA

Do you have a website that you have invested time, effort, and money to develop and maintain but not getting the sales, enquiries or click you need? Then you need to look at your Search Engine Marketing (SEM) strategy. SEM can be a confusing topic for many small business owners, with acronyms such as SEO and SEA, it can be hard to understand what they mean, let alone where to begin.

This workshop will help you to understand exactly what SEM is, why it is so important and the simple things you can implement yourself to improve your website's visibility.

*This workshop will cover:*

- What is Search Engine Optimisation (SEO) and Search Engine Advertising (SEA)?;
- Understanding google search results;
- Optimising your website onsite and offsite; and;
- Understanding search engine ranking position;
- Introductions to keyword optimisations and Google ads; and,
- Creating effective search advertisements.

With 97% of users searching through Google to find local businesses, it is essential that your website appears for the right search terms for the right customers at the right time.

## MAY WORKSHOPS

Wednesday 3 May

## Branding for Digital Marketing

Your brand is more than just your logo; it is often described as the soul of your business and incorporates every interaction that your customer has with your organisation. With the growth of digital marketing, the fundamentals of building a strong brand are often overlooked.

*This workshop will cover;*

- Why brand is so important and what having a good brand can do for your business;
- The role your brand plays in the customer's buying journey;
- What makes an effective brand;
- How to identify and build your brand personality;
- How to create a clear brand identity; and,
- How to maintain your brand and how it can evolve as your business grows.

Wednesday 10 May

## Planning for Social Media Success

Maintaining an active social media account that regularly posts high quality content can be a highly effective marketing strategy. As this can be a time-consuming process, it is important that you are strategic in what you post, when you post it, and how much of your day this occupies.

In this workshop you will learn how to develop a simple social media calendar that will help you to effectively communicate and engage with your customers and build your brand through social media.

*This workshop will cover:*

- What is a social media strategy and why is it important?;
- How to effectively connect and engage with your customers;
- Identify the qualities of content that will resonate with your customers;
- Leveraging off complimentary businesses to boost your content; and,
- Why creating a content calendar will help you to plan your day-to-day posts.

Wednesday 17 May

## Developing Content for Digital Marketing

Websites, social media, e-newsletters, blogs and video are all essential elements of any digital marketing strategy, but how do these all work together? Using the digital marketing wheel, this workshop will take you through each component with a focus on email marketing, website content, blogging and video content.

You will learn how to develop content that your customers want to read, watch and engage with as well as how to adapt the content to use across multiple digital channels. This will help you to deliver consistent messaging as well as save time.

*This workshop will cover:*

- The elements of the digital marketing;
- How to reuse and repurpose content;
- Building a database and e-newsletter template;
- Effective copywriting;
- How writing blogs and case studies can build your authority, and;
- Tip for creating video content on a budget.

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