

Amplify Program

Marketing & Digital Skills

Presented by Business Foundations and sponsored by the City of Cockburn the Amplify Program is a four day marketing and digital skills program that will help you supercharge your marketing efforts.



Day 1. Morning Session

Business Deep Dive

Before you begin marketing your business it is important to understand who your customers are and why they choose your product or service over your competitor. Through a series of exercises, you will examine your business with the goal of developing your Unique Value Proposition.

This workshop will cover:

- What does your business do and what problem does it solve?
- The difference between Features vs Benefits of your product and service.
- Who are your competitors?
- Why do customers choose you over your competitors?

Presented by Diana Simich

Diana has delivered small business training with Business Foundations for over five years, in which she has helped over 700 emerging entrepreneurs gain clarity on their business idea. Having run a business before, she understands how important mentoring is for businesses to grow and overcome the challenges that they face. Diana especially loves seeing her students transform and grow in such a short period of time.

Day 1. Afternoon Session

Marketing and Digital Audit

Many businesses often implement new technology, business processes and marketing activity over time and with little consideration for how these activities integrate and work across all business activities. Without a considered approach, you may be left with ineffective processes that cost more than what you expected. In this workshop, you will undertake an audit of the different technology already being used in your business and how well they are integrated. A second audit of all current marketing activity will also be completed to provide you with an overview of your existing efforts.

These two audits will:

- Provide the context for the future workshops by highlighting where you should be focusing your marketing efforts, and,
- Help you to identify any areas that new technologies could be implemented with a particular focus on customer service, sales and marketing processes.

Presented by Beate Ruuck

Beate has many years of experience working with small business owners, supporting them in the development, management and marketing of their business. For more than 8 years, Beate ran her own marketing agency, Mad Hat Media, before selling her business and turning her passion into training. Now a lecturer for business, finance and marketing at South Metropolitan TAFE, she also spends time facilitating marketing workshops and helping other businesses with their marketing.

Day 2. Morning Session

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.

Presented by Mel Strutt

Mel cut her teeth in business founding Roobix, a managed marketing service at the age of 27. Mel led Roobix to be WA's largest independent marketing providers. Mel's unique combination of technical and marketing expertise has seen her rise to one of the great MarTech minds in Australia. Her no nonsense approach to marketing that puts logic ahead of jargon and buzzwords has helped hundreds of small to medium businesses realise their full potential as profitable, growing entities.

Day 2. Afternoon Session

Copywriting That Connects and Converts

In a world where it is estimated that people see between 4,000 and 10,000 advertisements a day, it's more critical than ever that your customers are taking notice of your communications. Small businesses don't have the marketing budget of large multi-nationals, but they still need to make sure that their marketing and messaging is engaging, easy to read and relevant to their customers.

This workshop will guide you through the techniques of crafting impactful and engaging messaging so that your business can rise above the marketing noise.

This workshop will cover the four elements effective copywriting needs:

- A clearly defined ideal customer;
- Clear and relevant language & tone of voice;
- A strong purpose - such as to inform, entertain or teach; and,
- A logical flow that connects with the audience and makes them FEEL something.

Brilliant copywriting focuses on the solutions you are providing for your ideal customer's problems, rather than simply listing the features of the products and services.

Presented by Carmen

Carmen has 15 years of experience as a professional copywriter and has run her own content creation agency, Red Platypus, for the past 8 years. Her experience as a journalist and skill as a copywriter has led her to specialise in producing impactful PR campaigns, website copy, and marketing collateral that stands out. In between her time spent supporting small businesses to create copy that reflects their values and their business.

Day 3. Morning Session

E-newsletters and Building a Database

One of the most powerful and cost-effective tools you can use to connect with your customer is an e-newsletter. Directing your marketing efforts towards building a database of your customer's contact details will allow you to grow a large audience that can receive tailored and effective marketing straight to their inbox.

This workshop will set you up for e-newsletter marketing success by covering:

- Why a database is so important;
- How to build your database;
- Programs to store and manage your clients' details;
- How to set up a MailChimp account; and
- How to create and send a newsletter through MailChimp.

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Day 3. Afternoon Session

Social Media Planning

Maintaining an active social media account that regularly posts high quality content can be a highly effective marketing strategy. As managing social media accounts can be time consuming, it is important that you are strategic in what you post, when you post it, and how much of your day this occupies. 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 and begin to create content you can use right away;
- Why creating a content calendar will help you to plan your day-to-day posts; and,
- Leveraging off complimentary businesses to boost your content.

By the end of this workshop, you will have all the building blocks in place to create a successful plan for social media success.

Presented by Sarah Williams

Sarah has over 20 years marketing experience across Australia and the UK working in many industries including tourism, travel, food and beverage, and economic development. She has seen first-hand how digital technology has transformed marketing, and the challenges it has since created for small businesses with limited budgets to get it right. In her current role with Business Foundations, her goal is to help business owners gain the skills and confidence to build successful businesses.

Day 4. Morning Session

Website Fundamentals

Whether you are planning your first website or looking to improve your existing website, it is important to take the time to understand the role your website plays in your business. Planning will allow you to take the time to thoroughly consider the content and functionality that is required so that you can get it right the first time and build an effective tool for your business.

This workshop will cover:

- The purpose of the website;
- What information do you need on your website?;
- What functionality the website needs;
- The user experience (UX design);
- The different platform options;
- SEO, how to drive traffic to your website; and,
- All the tech terms you need know when speak to a web developer

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Day 4. Afternoon Session

Creating Graphics with Canva

Creating eye-catching, professional graphic for marketing activity is essential to the reputation of your brand. Using Canva, free web-based software, anyone can now create professional, bespoke and downloadable graphics. Small businesses are increasingly taking advantage of Canva to produce sleek, consistent designs to transform their marketing. Learn how to take advantage of Canva and start designing graphics for social media, proposals, web banners, flyers, product promotions, infographics, gift vouchers, menus, invitations, business cards and more.

This workshop will cover:

- Understanding the importance of quality marketing materials;
- Creating brand consistent marketing materials; and,
- Quickly and effectively create a range of branded graphics.

By the end of the workshop participants will be able to create graphic designs that can help build their brand. This is a hands-on workshop so to get the most out of the session, bring your own laptop and have the details for your free Canva account ready to login on the day.

Presented by Kim Veale

Kim has over 20 years' experience in adult education, delivering on a range of topics from digital and financial literacy to online marketing and customer experience. She currently delivers entrepreneurship workshops and small business training with Business Foundations. Kim is passionate about delivering transformative training in communities and building social enterprise, sustainable business models, linking profit with purpose, investing in creative capital and empowering people to align their values with their work.